THE COIN MACHINE REVIEW

December, 1944

THIS CHRISTMAS - - - GIVE WAR BONDS

Let us make sure that the postwar world will be built upon a better relationship between men, women and children of all nations—large and small—throughout the world.

Music is a universal language and will become more important in the lives of all of us in the rehabilitation of a war-torn world. It is a media of relaxation and entertainment. It is also the basis of spiritual understanding between peoples of different tongues.

Automatic phonographs will play an ever increasing part in bringing music to the masses of people throughout all the nations of the world in the years of peace ahead. The energies and resources of our entire organization are dedicated to the development of newer and more efficient music systems for meeting this challenge.

H. Marshall Seeburg

PRESIDENT

BUY WAR BONDS

Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants

ARMY E NAVY

Seeburg

J. P. SEEBURG CORPORATION · CHICAGO

FINE MUSICAL INSTRUMENTS SINCE 1902

This...was good advice 5 years ago -

It's still good Advice!

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET — WM. RABKIN, President — LONG ISLAND CITY 1, NEW YORK

WAR WORK NOW
New Coin Machines After Victory

BUY MUTOSCOPE EQUIPMENT FIRST - It's Built to Last!

BUY MORE BONDS

Bound and Gagged

- - - BUT HIS DAY WILL SOON COME

Today the average vending machine operator feels like a man bound and gagged. New equipment impossible to obtain and merchandise difficult to secure and keep in machines on location, so the mere expression or complaint from operators is like a feeble voice calling in the wilderness,

But, in the not too distant future that picture will change, operators will be offered a wide variety of new equipment and merchandise in plentiful quantities. R. A. PARINA & CO., from branches in their western territory will offer the trade a complete vending service that will embrace four distinct divisions, namely:—

1. VENDING MACHINES

Every type of vending machine will be offered the operator. Cigarette, candy bar, gum, peanut, bulk vendors and others, stocked for your convenience and quick delivery.

2. SUPPLIES & ACCESSORIES

Ample stocks of parts, supplies and accessories, daily needed by operators and remember almost overnight delivery.

3. VENDING MERCHANDISE

Operators can look to us for all their merchandise to sell. Prices will be attractive and quality of the best. We may be able to help you immediately—so—write us fully your needs.

4. VENDOR REPAIR SERVICE

Here is offered the operator a complete repair service, quality work, done by our competent and thoroughly trained repairmen who can rebuild or repair any type of vending machine. All work fully guaranteed. Limited stock of parts for cigarette vendors. Write us before shipping machines.

USED CIGARETTE VENDORS

We have a limited supply of used cigarette machines available, now. Write for list machines and prices today.

BUY A BOND A DAY . . . DURING THE 6TH WAR LOAN DRIVE

R. A. PARINA & CO.

156 NINTH STREET — SAN FRANCISCO 3, CALIFORNIA

COIN MACHINE REVIEW

DECEMBER, 1944

The 137th CONSECUTIVE MONTHLY ISSUE

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NAMA SETS 1945 PROGRAM

Mangan Forms Firm

CHICAGO—James T. Mangan, for 19 years director of advertising, merchandising and public relations for Mills Industries, has joined Everett B. Eckland, for 10 years chief industrial designer of the same firm, in the partnership of Mangan and Eckland. New partnership will combine industrial design and public relations and run the gamut of all services involved, beginning with the first concept of the product and continuing all through the advertising and merchandising processes to the final reactions of the public, not only to the product but to the business which makes or sells it.

Mangan is well known in advertising and has authored several books. He is well regarded as a public speaker and is writer of the famous advertisement, "Write a Letter," said to be one of the four greatest ads ever written.

Eckland has designed more than 300 automatic coin-operated machines, among them the Coca-Cola bottle vender which completely transformed the merchandising of soft drinks in bottles.

Under design the new firm classifies product design, package design, stylizing of advertising, sign design, architectural design, design in merchandising, selling and promotion. Under public relations: propaganda, publicity, public and social activities, legislation, government relations, labor relations, employees welfare, speeches and special writing. Offices have been opened on the 43rd floor of the Board of Trade Building in Chicago.

Association To Spend $25,000 In Public Relations Program

By C. J. ANDERSON

CHICAGO—More than 100 members of the National Automatic Merchandising Association and manufacturers and suppliers met here in a two-day session at the Stevens Hotel on October 25th and 26th to discuss current problems facing the vending and service industry and to lay plans for an extensive public relations program for 1945.

Merchandise shortages were discussed and although a number of suppliers were on hand to attempt to clarify the picture the general opinion was that the future is unpredictable as to the amount of merchandise that may be available for automatic vending. Group conferences of manufacturers, operators and product suppliers concerned themselves with the supply situation in general.

Most important accomplishment to come out of the two-day confab was the launching of a public relations program, underwritten to the tune of $25,000.00, to be carried over 1945 and to better acquaint the public with the automatic vending industry.

The program, as presented, was prepared by the NAMA Public Relations Advisory Committee consisting of R. L. Strain, chairman; and W. E. Bolen, J. B. Lanagan, D. C. Letts, E. F. Pierson, and G. M. Seedman. A 14-page bulletin, dis-

TURN PAGE

BACK THE

DRIVE

Call
DR. 3209
For Equipment, Parts and Supplies
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 6

REPAIR SERVICE
for
Vest Pockets and all types of Slots.
Repairs—Refinishing—Conversions
Over 20 Years Shop Experience
All work guaranteed.

PARTS FOR ALL SLOTS

SHATTER-PROOF GLASS FOR SALE
G. B. SAM
541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST ELEVEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

tributed at the meeting, served to outline the plan recommended by the Committee. Recommendations of the Committee are summed up as follows:

1. Establishment of a code of business practices for the industry.
   This code to be printed in booklet form. It should contain a statement of the high ideals and objectives of the industry in serving the public. It should be a booklet to serve the dual purpose of use within the industry, and with all groups of the public.
2. Adoption of a new name for the term "merchandise and service vending machines."
3. Adoption of a new name for the commonly used term "operator."
4. Adoption of a new name for the Association.
5. Monthly issue of a four-page, informative, good will publication. This publication to be sent to all members of the Association, and to all potential members, including suppliers.
6. Employment of a public relations staff member for the development and coordination of a public relations program and for the editing of the house organ.
7. Retaining of public relations counsel.
8. Adoption of an adequate public relations budget.
9. Approval of suitable plans for raising money to meet budget.
10. Creation of a permanent public relations committee.

In order that a start may be made toward the defining and establishment of a Code, the Committee submitted the following suggested outline as a basis for such a start:

Proposed Code of Business Practice

Preface

Recognizing that the use of automatic merchandising units for the distribution of candy, cigarettes, cigars, gum, nuts, soft drinks, milk, crackers and other commodities, and the use of service units such as scales, parcel checking lockers, and toilet locks has become wide-spread throughout the United States, and,

Recognizing that the members of this association are fully aware of the responsibility they have toward the general public, and,

Recognizing that the public has not been made fully aware of the important services rendered by merchandise and service units, and,

Recognizing that it is the desire of the industry, represented by the National Automatic Merchandising Association, to cooperate fully with the public and local Chambers of Commerce and Better Business Bureaus, and other organizations interested in the promotion of good business, the following Code of Business Practices is suggested for consideration.

Code

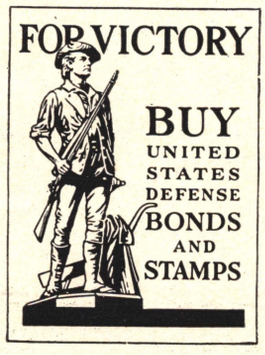
To maintain the good will of the public and to carry on a high standard of business principles in accordance with the American way of life, the members of the National Automatic Merchandising Association pledge themselves as follows:

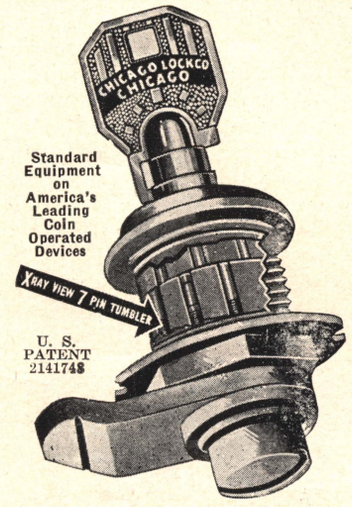
ARTICLE 1

That the members of this Association will recognize at all times they are serving the public and, therefore, they must always have the public's welfare and well-being first in mind.

(See NAMA, Page 8)

Both Insure VICTORY




CHICAGO LOCK CO
CHICAGO
Standard Equipment on America's Leading Coin Operated Devices
X-RAY VIEW 7 PIN TUMBLER
U. S. PATENT 2141748

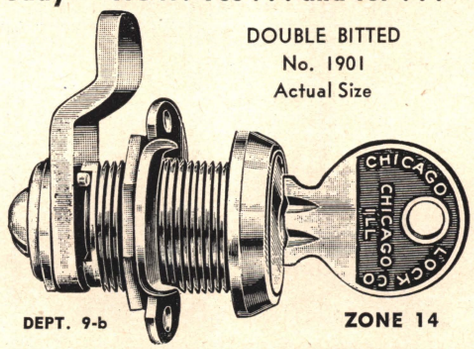
Invest in *Both* NOW!

For real victory against "Japism" and "Nazism" invest in U. S. War Bonds and Stamps — Today — NOW! Yes . . . and for . . .

Real Protection Against Cash Box Sabotage Install the Famous Chicago

"ACE" LOCK

. . . for new replacements or new equipment . . . Ace Locks, Single Bitted Locks, Double Bitted Locks, Padlocks, too . . . Also manufacturers of Cylinder Key Operated Switch Locks for Airplanes and Burglar Alarms . . . and remember — ALL CHICAGO Locks insure "UTMOST SECURITY."



MANUFACTURERS AND JOBBERS

Do you need a representative in the Hawaiian Islands? We have Specialty Salesmen covering all Islands. We can sell what you have. We will sell it on an exclusive territorial representation basis. We cooperate unconditionally.

PETERSON & SMITH

Manufacturer's Representatives and Commission Agents

P. O. Box 931 Honolulu 8, T.H.

Mills Jackpot Coin Chute MAGNET

Eliminates Shimmying
$1.50 and your old magnet

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 8

Ken Brown

THANKS FELLOWS!

. . . . . Since Announcing the opening of our temporary quarters last month, your response has been far greater than we had hoped for—there's a lot of satisfaction in seeing so many old friends, also making new ones, so, we want you to know your business has been appreciated.

Now suppose you

LOOK OVER SOME OF THESE ITEMS!

MINIATURE LAMPS

#40, 44, 46, 47, 50, 51, 55, 63, 81, 87, 1129, 1133, 1452, 1453, 1454, 1455, 1456

TUBES

#2A3, 2A4G, 2051, 5U4G, 5Y3, 5Z3, 6L6G, 6SC7, 30, 45, 80's

MISCELLANEOUS ITEMS

24 volt Transformers; Rockola rectifiers; 3, 5, 6 and 10 amp. Plug Fuses; Fustats; all sizes of large lamps from 7½ Watt, up to 300's and Fluorescent Tubes; 12-inch ROLA Extra High Grade P.M. Speakers.

ALSO

COMPLETE LINE OF ACME PHONOGRAPH REPLACEMENT PLASTICS

Which is proving a great convenience to West Coast operators. Have you checked over your phonographs lately? Maybe they need replacements!

RECORDS

We have personally selected many of the old time, hard-to-get favorites such as STRAUSS WALTZES, ROMANTIC WALTZES, WESTERNS, LIVELY POLKAS, HAWAIIANS, and several outstanding CHRISTMAS CAROLS.

WON'T YOU

DROP IN AGAIN **PHONE IN AGAIN** **WRITE IN AGAIN**

COINMATIC DISTRIBUTORS

TEMPORARY QUARTERS

2712 W. Pico Blvd. **Los Angeles 6, California**

PArkway 9059

COIN MACHINE REVIEW 7 FOR DECEMBER 1944

NAMA

(Continued from Page 6)

ARTICLE 2

That only fresh and high quality merchandise is to be offered to the public at all times.

ARTICLE 3

That units will be always clean, attractive and in good mechanical working order, and will be serviced as frequently as the type of merchandise or service may require.

ARTICLE 4

That only those units will be operated which will return to the patron his money if no merchandise is delivered or service rendered.

ARTICLE 5

That all units should be plainly marked with instructions for their operation.

ARTICLE 6

That the members of this Association will observe the highest ethics of business dealing among themselves, and with the public and others engaged in all types of business.

ARTICLE 7

That the members of this Association will at all times recognize their personal and business responsibilities to their respective communities.

The public relations program, as presented was approved enthusiastically by those in attendance. A competent public relations staff will engineer the plan and it is hoped that the over-all results in the next twelve months will be of such magnitude that the program may be continued in the years ahead on a much larger scale.

Meeting concluded with the re-election of the present officers and members of the board of directors for another year. Present officers are as follows:

Nathaniel Leverone, president; R. Z. Greene, vice-president; W. G. Fitzgerald, treasurer; C. S. Darling, executive director; and T. A. Vaughn, associate director. The association headquarters are maintained at 120 South La Salle Street, Chicago. The board of directors include L. D. Chambers, Paul W. Kimball, F. S. Mason and E. V. Morava.

25% Candy Cut

WASHINGTON, D. C.—Further depletion of the already skimpy civilian candy supply is ahead as a result of an order issued by the War Food Administration which cuts the home front ration of candy bars, rolls and candy in packages by an estimated 25 percent.

The order, adopted after conferences with candy manufacturers, requires that half the production of all firms that sell 10,000 or more boxes of five cent bars a month shall be set aside for the Army and Navy. Previously the services purchased their candy supplies by negotiations with candy makers, but the Quartermaster Corps reported that it is no longer able to buy as much candy as it needs.

Though the services generally have obtained all they need of certain "big name" brands, over-all purchases did not equal 50 percent of production. Officials estimate that under the new set-aside order, the industry will turn over 20 to 25 percent more candy for the Army and Navy.

The order does not apply to moulded chocolate bars because considerably more than 50 percent of the output of these bars is already going to servicemen.

* * *

And then there was the butcher who accidentally sat on his meat grinder and got a little behind in his work.

Announcing

OKLAHOMA

CONVERTED FROM

(LEADER)

UNITED'S LATEST REVAMP

●

WE ARE ALSO REVAMPING

STREAMLINER
From STARS

GRAND CANYON
From DOUBLE PLAY

SANTA FE
From WEST WIND

ARIZONA
From SUN BEAM

MIDWAY
From ZOMBIE

BRAZIL
From DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

See Your Distributor Now or Write Direct

United MANUFACTURING COMPANY

6123-25 N. WESTERN AVENUE CHICAGO 45, ILL.

ANOTHER MONTH NEARER VICTORY!

HELP BRING IT CLOSER — BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

44-01 ELEVENTH STREET, LONG ISLAND CITY 1, NEW YORK

If You Want to Buy

Arcade Equipment

— SEE —

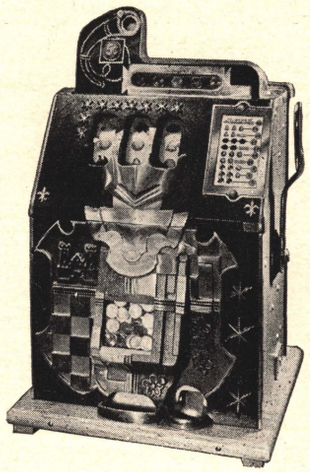
PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 10

Essential SLOT PARTS



Hardwood Cabinets, finished light	ea.	$14.95
Q. T. Cabinets	ea.	14.95
Drillproof plates, fronts, sides, complete six pieces	set	9.95
Drillproof plates, fronts	set	5.00
Drillproof plates, sides	set	5.00
Drillproof plates, 6x8 in. side plates	set	1.45
Payout Tubes, 1c, 5c, 10c, 25c, and 50c sizes	ea.	2.50
Payout Tubes, 5c, 10c, and 25c size complete with hopper	ea.	4.95
Slides, Nickel, 3-5-10-14-18-20 pay	set	22.50
Slides, Dime, 3-5-10-14-18-20 pay	set	27.50
Slides, Quarter, 3-5-10-14-18-20 pay	set	29.50
Award Card Frames, Square Bluefront type	ea.	1.95
Award Card Frames, oval, brownfront type	ea.	1.95
Stop Levers	set	4.95
Stop Levers, knee action, complete, not tops	set	9.95
Percentage Plugs, for payout discs	ea.	.75
Percentage Plugs, for 20 stop stars	ea.	.75
Percentage plugs, for 10 stop stars	ea.	.75
Operating Lever Springs	ea.	.65
Handle Springs	ea.	.50
Clock Pull Springs	ea.	.50
Operating Fork Pull Springs	ea.	.50
Reel Operating Lever Springs	ea.	.50
Long Escalator Springs	ea.	.50
Lower Operating Fork Springs	ea.	.50
Knee Action Lever Springs	ea.	.50
Escalator Bar Clip Springs	ea.	.50
Coin Detector Lever Springs	ea.	.50
Stop Lever Springs	ea.	.25
Payout Lever Springs	ea.	.25
Lower Front Castings, Bluefront, Wareagle, Gooseneck, Roman-head	ea.	18.50
Lower front castings, Brown Front, Extraordinary, Skyscraper	ea.	18.50
Upper front castings, Bluefront, Wareagle, Gooseneck, Roman-head	ea.	18.50
Upper Front Castings, Brown Front, Extraordinary, Skyscraper	ea.	18.50
Back Top Castings	ea.	9.95
Back Top Castings, for 50c machines	ea.	12.95
Jewels, for Brownfronts, etc.	ea.	4.95
Back Doors, Mills, Pace, or Caille	ea.	4.95
Cash Box Doors, Mills or Pace	ea.	2.50
Nickel Escalators	ea.	22.50
Dime Escalators	ea.	25.50
Quarter Escalators	ea.	31.50
Nickel Escalator Front Plates	ea.	3.95
Escalator Slug Chute Covers	ea.	1.00
Escalator Coin Advancing Bar Locking Levers	ea.	1.95
Escalator Coin Advancing Bar Levers	ea.	$ 2.95
Escalator Coin Bar Release Lever Assemblies	ea.	3.95
Escalator Coin Holding Levers	ea.	1.95
Dime Escalator Ration Token Ejectors	ea.	4.45
Mills Chrome Handles	ea.	.95
Club Handles	ea.	3.90
Jackpot Glass, Safety, Wire Mesh, or Safety Blue	ea.	.95
Jackpot Glass, for Q.T.'s	ea.	.95
Escalator or Reel Glass	ea.	.50
Clocks	ea.	19.90
Clocks (Exchange)	ea.	9.90
Clocks, for Vest Pockets	ea.	9.95
Clocks, for Goosenecks	ea.	9.95
Large Clock Gears, complete with brackets and springs	ea.	3.75
Idler Pinion Gears	ea.	3.25
Small Long Shaft Gears	ea.	3.25
Rachet Post Gears	ea.	3.50
5c, 10c and 25c Price Denomination Buttons	ea.	1.00
Bell Locks, 2 Keys	ea.	3.50
Bell Locks, 1 key	ea.	2.50
Reel Strips, SP 2 cherry	set	.90
Reel Strips, CH 1 cherry	set	.90
Reel Strips, No. 356, five lemons	ea.	.50
Reel Strips, Vest Pocket or Q.T.	set	.90
Reel Strips, for Pace Bantam	set	1.75
Reel Strips, for Pace Comet	set	1.75
Reel Strips, 467, for older type Mills	set	1.75
Complete Reel Assemblies (SP 1.2.3. Two cherry pay)	ea.	15.95
Complete Reel Assemblies (CH 1.2.3. One cherry pay)	ea.	15.95
Complete Reel Assemblies (356# 1. SP. 2.3. Five lemons first reel,	ea.	15.95
SP.1.2.3. Payout Discs	set	7.50
CH.1.2.3. Payout Discs	set	7.50
SG.1.2.3. Payout Discs (Gold award)	set	7.50
356# Payout Discs (5 Lemon)	ea.	2.50
Star Wheels (20 or 10 stop)	ea.	1.50
Jackpot Assemblies (5c, 10c, or 25c size)	ea.	17.50
Jackpot Spacers	ea.	1.00
Jackpot Loading Chute Assemblys	ea.	2.00
Reserve Jackpot Inserts	ea.	1.95
Payout Slide Covers (5c or 10c size)	ea.	3.50
Cash Cans	ea.	1.95
Gold Award Tokens	ea.	.95
Cabinet Bolts with Nuts	ea.	.15
Machine Bases	ea.	5.95
Reel Glass Frames	ea.	2.95
Escalator Glass Frames	ea.	.95
Pump Assemblys	ea.	5.50
Piston Operating Levers	ea.	1.95
Piston Operating Lever Supports	ea.	.95
Piston Operating Lever Links	ea.	.95
Handle Starting Lever Assemblys	ea.	$ 3.95
Handle Starting Lever Bracket Support	ea.	4.95
Handle Hubs	ea.	3.25
Cabinet Top Edge Plates	ea.	1.45
Slug Boxes	ea.	1.50
Mechanism Clamp Assemblys	ea.	1.95
Top Locking Lever Assemblys	ea.	2.95
Jackpot Money Cups	ea.	3.25
Payoff Money Cups	ea.	3.25
Frame Assemblys L.H.	ea.	5.95
Frame Assemblys R.H.	ea.	8.95
Upper Payout Push Back Levers	ea.	2.50
Reel Operating Levers	ea.	3.95
Operating Fork Assemblys	ea.	5.95
Disc Stop Lever and Support Assembly	ea.	3.45
Disc Back Up Stop Levers	ea.	1.95
Reel Brake Wires	ea.	.25
Reel Shafts	ea.	.95
Lower Coin Chute Assemblys	ea.	1.45
Check Tube Covers	ea.	.95
Payout Slide Stop Fronts	ea.	1.25
Check Tube Shutoff Levers	ea.	1.95
Reel Timing Levers	ea.	1.95
Clock Timing Levers	ea.	1.95
Mechanism Bases	ea.	5.95
Coin Advancing Bar Operating Levers	ea.	1.95
Coin Detector Operating Levers,	ea.	1.95
Check Detector Operating Arms,	ea.	1.95
Main Operating Levers	ea.	4.95
Operating Lever Lock Assemblys,	ea.	1.95
Upper Payout Levers	ea.	.50
Lower Payout Levers	ea.	.50
Check Detector Operating Arm Release Levers	ea.	2.45
Anti Check Payout Base Assemblys	ea.	2.45
Jumbo Parade Scavengers (Replacement for part 505A),	ea.	3.95
Handles for Three Bells, Jumbos, etc.	ea.	3.95
Super Bell 5c or 25c Heads	ea.	5.95
Folding Stands	ea.	10.50
Safes, Finished Plywood, Chrome Trim (Revolvaround, stronger than steel, will hold Extraordinarys) Single $99.50, Double $149.50, Triple		199.50

MISCELLANEOUS

Free Play Coin Chutes	ea.	2.95
Pin Game Clocks	ea.	2.50
Leg Levelers and Plates	ea.	.20
Leg Bolts	ea.	.05
Plastic Bumpers	ea.	.95
Transformers	ea.	5.00
Steel Balls	ea.	.25
Glass Balls	ea.	.15
Horse Separators (For Pace & Bakers Races)	ea.	12.95
Phonograph Plastic & Aluminum Grilles (For 616's)	ea.	16.95
Phonograph Needles	ea.	.50

EXPOSITION GAMES COMPANY

PHONE: WEST. 9968

989 GOLDEN GATE AVENUE • SAN FRANCISCO 2, CALIFORNIA

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

"Jobs for Servicemen" Program To Be Amplified

In the past two issues of THE REVIEW we have carried announcements offering free classified ads to returning servicemen seeking positions in the Coin Machine Industry. Original announcements stated that listings would be made without charge until the type of position the serviceman was interested in was obtained for him. Little did we realize just how the program would work out.

To begin with, THE REVIEW has been able to satisfactorily locate any soldier, sailor or marine in a good paying position without placing the classified in the publication. In most cases, positions have been obtained within 24 hours after application was received.

THE REVIEW intends to continue this service to our returning servicemen until the service is no longer required. However, instead of listing the names and addresses of servicemen we are asking members of this industry who are anxious to obtain returning servicemen, to list their needs and requirements with us and we will refer men to them as rapidly as applications are received. The United Service Organizations, commonly referred to as the USO, are cooperating with THE REVIEW in posting announcements of this free placement service on their bulletin boards and those filing applications for positions with us thus far come from these sources.

Write us fully today on your requirements, the number of men you can use, married or single, type of work, salary, advancement possibilities, etc. Working together in this manner we can aid one another as well as our valiant fighting men who are now returning from the various theaters of war and seeking worthwhile positions in the democracy they have been fighting for.

There is no substitute for Quality
Quality Products Will Last for the Duration
D. GOTTLIEB & CO.
CHICAGO

Bally's Second Star

CHICAGO—A second star has been added to the Army-Navy "E" Flag flying over the "Bally" plant, according to a statement by Herb Jones, vice-president and works manager of Lion Manufacturing Corp.

"The second star," Jones pointed out, "like the original flag and the first star, was awarded officially to the Lion Manufacturing Corp. Actually this is the organization known to the coin-machine industry as Bally Manufacturing Co., and the second star is further proof of the vital contributions of the coin-machine industry to the assured victory of the United Nations."

Parina Applauds NAMA

SAN FRANCISCO—R. A. Parina, of R. A. Parina and Co., is back in San Francisco after attending the October 25th and 26th meeting of the National Automatic Merchandise Association. Parina is a NAMA member and was one of two or three in attendance from the Coast.

Parina believes NAMA has evolved a magnificent program of public relations for 1945 and heartily endorsed the plan by making a sizable contribution to the $25,000 fund raised for the program. Parina stated that NAMA deserves the support of every operator engaged in vending merchandise for the many services provided far exceed in value the modest membership fee.

* * *

The Press today is the mouth-organ of the people.

NEW HOME OF Bally PRODUCTS
MODERN 125,000 SQ. FT. FACTORY TO TRIPLE BALLY PRODUCTION
Future plans of the Bally organization call for production of new games immediately after the defeat of the enemy. For this purpose the new enlarged Bally plant, illustrated below, and now in full production on war products, is designed to insure rapid conversion to the products of peace.
In the post-war era, as in the past, "you can bank on Bally" for the newest in money-making coin-operated equipment.
BACK THE ATTACK . . . BUY U. S. WAR BONDS
HOME OF BALLY GAMES AND VENDERS
LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
ARMY E NAVY
HOME OF THE FAMOUS Bally GAMES AND VENDERS*
*Distributed by Bally Manufacturing Company

Protect Your Home from
TUBERCULOSIS

BUY and USE Christmas Seals

If You Want to Buy
5-Ball Pin Games
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 12

LOS ANGELES SEE BILL HAPPEL

BADGER'S BARGAINS

MILWAUKEE SEE CARL HAPPEL

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

NEW MACHINES NOW ON DISPLAY FOR IMMEDIATE DELIVERY

NEW "ZINGO"
NEW "LIBERATOR"
NEW "BOWLING LEAGUE"
NEW "PLAY POOL"

NEW "ROCKET BUSTER"
NEW "SUPER TORPEDO"
NEW "SEE-A-FREAK"
NEW "SELECTORSCOPE"

RECONDITIONED SLOTS AND CONSOLES

4 Mills Gold Chrome (Rebuilts) 5c	$325.00
4 Mills Regular Chrome (Originals) 5c	325.00
18 Mills Blue Fronts (Originals) 5c	225.00
12 Mills Blue Fronts (Originals) 10c	275.00
6 Mills Blue Fronts (Originals) 25c	350.00
2 Mills Brown Fronts (Rebuilts) 10c	225.00
6 Mills Brown Fronts (Rebuilts) 25c	295.00
2 Mills Blue Fronts (Rebuilts) 50c	595.00
4 Mills Cherry Bells (Originals) 5c	225.00
2 Mills Cherry Bells (Originals) 10c	275.00
2 Mills Extraordinary (Originals) 5c	189.50
2 Mills Blue Crackle Q.T. (Originals) 5c	89.50
1 Mills Glitter Gold Q.T. (Rebuilt) 10c	139.50
3 Mills Glitter Gold Q.T. 5c	114.50
1 Evans Lucky Star, Late 2-Tone Cab	159.50
9 Jennings 4-Star (Refinished) 5c	189.50
4 Jennings 4-Star (Refinished) 10c	225.00
2 Jennings 4-Star (Refinished) 25c	300.00
1 Jennings 4-Star (Refinished) 50c	$495.00
5 Bally Big Tops Free Play	129.50
6 Mills Four Bells (Rebuilt) 5c-5c-5c-5c	595.00
2 Mills Four Bells, Late Head, 5c-5c-5c-5c	795.00
10 Weighted Slot Stands (Refinished)	29.50
8 Keeney Super Bells 4 Ways, 3-5c—1-25c	795.00
4 Keeney Super Bells, 2 Ways, 5c-25c, Cash	450.00
2 Keeney Super Bells 2 Ways, 5c-5c, Cash	375.00
9 Keeney Super Bell 1 Way, 5c (Combination)	325.50
4 Buckley Track Odds, Late J.P. Models	695.00
2 Evans Bangtails, Daily Double, Jack Pot	345.00
2 Evans Dominoes, Daily Double, Jack Pot	335.00
1 Evans Bangtails, Daily Double	325.00
5 Bally Club Bells, Free-Play, Pay Out	249.50
2 Jennings Silver Moon Pay-Out 25c	195.00
6 Pace Saratogas (Late) '41 Pay-Out	124.50
2 Pace Saratogas late '41, P.O., 25c	189.50
6 Watling Big Games Free Play	99.50

SPECIAL Baker's Pacers Daily Double, Late Model Jackpot Feature, all rebuilt and refinished like new..... **299.50**

SPECIAL Mills Jumbo Parades, P. O., Late Models, high heads, refinished and rebuilt like new..... **139.50**

RECONDITIONED ARCADE EQUIPMENT

Muto. Skyfighter	$325.00	Bally Rapid Fires	$189.50	Chicago Coin Hockey	$225.00
Ex. Punching Bag	225.00	Seeburg Axis Rats	179.50	Groetchen Mountain Climber	189.50
Muto. Punching Bag	275.00	Keeney Air Raider	225.00	Uncle Sam Grip	89.50
Keeney Submarines	189.50	Set. Knotty Peeks	124.50	Rotary Merchandisers	159.50
Seeb. Shoot-the-Chutes	179.50	Evans Play Ball	189.50	Electric Chair (refinished)	125.00
Scientific Baseball	139.50	Jenn. Barrel Roll	159.50	New A.B.T. 2c Coin Slots	3.95

NEW REVAMP GAMES—IMMEDIATE DELIVERY

Marines at Play	$199.50	Pin Up Girl	$189.50	Invasion	$165.00
Arizona	209.50	Oklahoma	209.50	Shangri-La	179.50
Grand Canyon	209.50	Santa Fe	209.50	Torpedo Patrol	179.50
Bombardier	179.50	Streamliner	209.50	Paratrooper	179.50
Champ	179.50	Midway	209.50	Eagle Squadron	179.50

PACKARD PLA-MOR BOXES, ALL REBUFFED AND REFINISHED..... **$34.50**
PACKARD BRACKETS, ALUMINUM.....$2.50
NEW OR USED 30-WIRE CABLE

BRAND NEW FIBER GEARS

WURLITZER AND SEEBURGS, MAIN GEARS.....Price $6.50 each

Jobbers Write for Quantity Prices

All Machines Reconditioned, Ready to Operate. One-Third Cash with Order, Balance C.O.D.

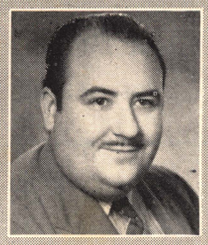
All Prices F.O.B. Los Angeles.

BADGER SALES CO.
1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

Write Milwaukee for Special Price Quotations.

BADGER NOVELTY CO.
2546 NORTH 30TH STREET
MILWAUKEE 10, WISCONSIN

COIN MACHINE REVIEW 11 FOR DECEMBER 1944



Trade Talk

by

PAUL W. BLACKFORD

"Man's inhumanity to man makes countless thousands mourn." This classic quotation, old yet still now, is most arresting. It is not commonplace, it is vibrant. It challenges our thinking and in dynamic phraseology tells us that, as humans, we are missing one of our greatest opportunities, which is to be humane. It expresses a weakness in man that is not confined to war times, but which is altogether too prevalent in peace times.

It sums up in a few terse words the fact that we are not living together amicably, and the further fact that, until we have learned how to get along with one another in fraternal respect and regard, the realization of our hopes for an enduring peace is necessarily in suspense. We have been working on this problem for thousands of years, ever since Cain, in a fit of jealousy, slew his brother, and while we have made much progress we are still quite a distance from our goal, which is to dwell together in equity. Can it be done? The answer is "Yes."

In these well chosen words, Arnold Hodgkinson advances a problem that is just as important to members of the Coin Machine Industry as it is to any group or groups in the country today.

Regardless of race, color, creed, or language, we are all brothers under the skin. Medical science is today demonstrating beyond question that our "Creator, God, in whom we trust, has made of one blood all the nations of the earth," and since the blood is the life, we are basically the same. Each of us has life, his own life, for which each of us alone is responsible. We are free agents; we can build up or tear down at will, otherwise there would be no credit for building up nor any debit for tearing down. Liberty, however—the freedom of a free agency status—does not mean license. We cannot, intentionally or even carelessly, injure another and escape the responsibility for our action.

Bias, prejudice, arrogance, selfishness, and all of their kindred negative tendencies, are as so many stones tied around the neck of an operator today. Rid yourself of these hindrances that are holding you back and make sure that every member of your organization is free from them, too.

The ability to get along with people is one of the finest virtues any operator can cultivate. And, to be successful in this or any other business, an operator must possess that ability.

When the war is over and hundreds of thousands of our boys return to civilian life, the Coin Machine Industry will experience the greatest period of prosperity and expansion that it has ever known. Scores of new types of coin-operated devices will make their appearance and bring with them hundreds of new operators. These men will not enter this business expecting to rout the operators already in the field. Instead, they will merely want to become part of us and will ask only the humane consideration that they in turn will expect to offer. It is high time for the operators in the field to "put their house in order" and get ready for the adjusting days certain to come with the return of normalcy throughout the world.

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED
IF NOT SATISFIED RETURN WITHIN 10 DAYS,
MONEY WILL BE REFUNDED

ONE-BALL PAYOUTS

BALLY
1 Turf King $510.00
11 Jockey Clubs 480.00
11 Sport Kings 275.00
18 Santa Anita 175.00
19 Grand Nationals 100.00
5 Pace Makers 100.00
6 Kentuckys 335.00
6 Long Shots 335.00
3 Grand S'ands 80.00
5 Thistle Down 65.00
1 Stables 30.00
3 Fairground 25.00
2 Fleetwood 25.00
1 Golden Wheel 25.00
3 Preakness 20.00
MILLS
1-2-3 ..... $115.00
KEENEY
3 Fortunes $275.00
1 Stepper Upper 90.00
3 Pot Shots 65.00

CONSOLES

MILLS
2 4 Bells, 3/5 & 1/25c Serial 3,267, like new.. $900.00
4 4 Bells, 5c 650.00
20 Jumbo Parades, Late Models, Like New. C.P. 140.00
1 Jumbo Parade, Free Play 90.00
4 Mills Flashers 75.00
1 Dice Machine 25c Play 60.00
KEENEY
2 4 Way Super Bells 3/5c & 1/25c, Like New $875.00
4 2 Way Super Bells, 5c & 25c, Like New 600.00
2 Skill Times, '38 ..... 95.00
3 Track Times, '38 ..... 75.00
1 Dark Horse 60.00
JENNINGS
2 Cigarolla $175.00
2 Silver Moon 125.00
2 Bob Tail, F.P. 100.00
1 Cubes 95.00
1 Liberty Bell 25.00
EVANS
2 Pacers '42, Like New.... $350.00
3 Lucky Lucre, Late Model 350.00
1 Galloping Domino '41 Jack Pot 385.00
5 Galloping Domino, Late Head 225.00
10 Lucky Stars '42, Like New 175.00
1 Bang Tail '42 Jack Pot 385.00
1 Bang Tail 25c, Late Head 175.00
1 Skillo 325.00
BALLY
1 Lincoln Field ..... $ 95.00
2 Big Top F.P. 95.00
1 Ray's Track 50.00
PACES
1 Races, Brown $125.00
4 Saratoga's '41 ..... 130.00
BAKER
12 Pacers, D.D. Late, like new $185.00

SLOTS

MILLS
1 25c Chrome $500.00
1 10c Chrome 450.00
2 25c Blue Fronts 375.00
1 Club Bell 5c 375.00
1 Brown Front 5c 275.00
5 Blue Front Club Handle, Glitter Finish 5c 250.00
1 Cherry Bell 5c 240.00
1 Roman Head, Glitter Finish, Club Handle 5c 240.00
7 War Eagles, Glitter Finish, Club Handle, 3-5 Pay 5c 210.00
1 10c Blue Front 210.00
2 War Eagles 10c 180.00
17 Blue Fronts 5c 165.00
2 Roman Heads 5c 135.00
7 War Eagles 5c 125.00
1 Extra Ordinary 5c 150.00
2 Futurity Dials 5c 85.00
2 Q.T 5c 75.00
2 Q.T 1c 30.00
1 Lion Head 5c 40.00
1 Rock-Ola 2 J.P. 10c 40.00
3 Rock-Ola S.J.P. 5c 30.00
1 Arrow Vender 10c 40.00
2 Arrow Vender rebuilt 5c 25.00
1 Arrow Vender 1c 25.00
1 Front Vender S.J.P. 5c 30.00
5 Front Vender Gooseneck 5c 20.00
3 Twin Jack Pot 1c 35.00
1 Front Vender 1c 20.00
JENNINGS
2 4 Star Chief 10c $225.00
1 4 Star Chief 5c 150.00
1 Dixie Bell D.J.P. 5c 150.00
2 Chief 1 Star 5c 95.00
1 Escalator D.J.P. 5c 75.00
1 S.J.P. 2-4 Pay 25c 75.00
7 Little Dukes D.J.P. 1c 17.50
WATLING
1 Baseball F.V. 5c ..... $ 35.00
1 Arrow F.V. 5c 25.00
6 Side Venders S.J.P. 5c 30.00
2 F.V. 2-4 Pay 1c 25.00
1 F.V. D.J.P. 1c 30.00
1 Blue Seal F.V., T.J.P. 1c 30.00
PACE
Late Model, Slug Ejector 25c $295.00
1 Bantam S.J.P. 5c 72.50
3 Goose Neck D.J.P. 5c 40.00
16 Bantam S.J.P. 1c 27.50
CAILLE
1 K.J.P. 10c Cadet $150.00
2 Grand Prize Awards D.J.P. 5c 90.00
8 Cadet D.J.P. 5c 100.00
1 2-4 Pay 10c 35.00
1 2-4 Pay 5c 25.00
1 Gold Star 5c 20.00
GROETCHEN
1 Columbia Bell ..... $ 65.00
1 Superior 25c, Like New 95.00
ARCADE
1 A. B. T. 6 gun Air Rifle $3,800.00
1 Keeney Submarine 225.00
1 Bally Rapid Fire 225.00
1 Scientific Punching Bag 200.00
2 Paratrooper Ray Guns 165.00
1 10c Your Destiny Astrology 10c 165.00
5 Kirk Guesser Scales 125.00
4 Bally Bulls 85.00
1 Seeburg Shoot a Duck Ray Gun 75.00
2 Keeney Anti Air Craft 75.00
2 Radio Rifles 75.00
4 Poker Rolls 70.00
100 5 ball Free Play Games Write

PARTS

1c, 2c, 5c A.B.T. Coin Chutes $3.00
New Replacement Rectifiers
All Types of Bulbs and Ray Gun Lamps
30 Wire Cable, New, per Foot..65c
Large Stock of New and Used Game Parts
500 Other Machines Not Listed
Crating Charge on Floor Machines ..... $7.00 Each

$15.000 Superior and Container Salesboards at 40% Less than Factory Prices.

We Manufacture merchandise Sales Boards.
Deal takes in $60.00—pays out $35.00 in high grade merchandise. Your cost, complete with merchandise, salesboard and beautiful display board only $19.50 each Wire, Phone, Write for Sample.

STEWART NOVELTY COMPANY
250 SOUTH STATE STREET SALT LAKE CITY 1, UTAH
PHONE 3-5055

CMAC Balance Sheet

CHICAGO—A consolidated Balance Sheet for June 30 of the American Business Credit Corp. and subsidiaries which includes the Coin Machine Acceptance Corp., it was revealed the organization has total assets of $15,842,816.69, of which $2,470,257.60 is cash in banks and on hand; $1,325,000.00 in government securities; and $12,295,986.21 due from customers on secured loans.

SALESBOARDS

IMMEDIATE DELIVERIES

Holes		Name	Profit	Price
1000	5c	Nickel Charley, Def.	$ 17.00	$0.94
1000	5c	Double Fin. Def.	24.00	.96
1200	5c	Bingo, Def.	20.80	1.29
1184	5c	Jumbo Hole Bingo, Def.	20.60	1.89
1184	25c	Jumbo Hole Bingo, Def.	56.00	1.92
1000	25c	J. P. Charley, Arv.	52.08	1.19
800	5c	J. P. 7-11, Arv.	19.75	1.80
800	5c	J. P. Bell Boy, Arv.	20.40	1.80
675	5c	J. P. Big Stuff	19.91	1.80
1000	5c	J. P. Swing High	27.50	1.84
1200	25c	J. P. Texas Charley	102.28	2.32
675	25c	J. P. Jumbo Quarter	65.50	2.35
1000	5c	J. P. Rose Bowl	25.60	2.38
1000	5c	J. P. Beat This Card	33.00	2.54
1184	5c	J. P. Bingo, Arv.	27.79	2.78
2400	5c	J. P., E. Z. PICKIN'	46.32	3.29
2400	10c	J. P., E. Z. PICKIN'	92.65	3.29

WRITE FOR REDUCED PRICES ON OPERATORS' LINE OF 5c to $1.00 PLAY ALL KINDS

DELUXE SALES CO.
BLUE EARTH, MINN.

If You Want to Buy SLOTS
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

See Ad on Page 13

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Unbeatable Appeal of Operating Will Bring Thousands To Industry

The undisputable appeal of the coin chute, the thrill of placing equipment and organizing routes and operating organizations, will bring thousands of men and women back to the Coin Machine Industry in the months ahead. And with them will be countless numbers eager to make a place for themselves in this fascinating amusement and service industry which we know as the Coin Machine Business.

One has but to look around and spot from one to a dozen men who have been in and out of operating in the past fifteen years. The ties never seem to be completely severed. Eventually the lure of the coin chute will bring them back to some berth in this great industry.

The story of M. W. McBroom's return to operating in Phoenix, Arizona, is not a whit different than hundreds of other like experiences of men and women in all parts of the country. But it typifies the spell the industry casts upon the knights of the coin chute until they eventually return to the fold again. But let McBroom tell his own story:

"I am thirty-nine years of age, married and the father of two sons. I have been retired from the coin machine business for nearly two years because of ill health but after a period of hospitalization and making a change of climate to Phoenix, Arizona, I have regained my health and am getting restless. I am going to re-enter the coin machine business in the distributing end.

"In 1935 I was engaged in the restaurant business, owning three restaurants in Colorado Springs, Colorado. More as a side line I purchased ten phonographs in May of that year with a cash outlay of about $500.00 which I borrowed from my restaurant business. Within the first year I saw the opportunities offered by the automatic music business and started to dispose of my restaurants. As time went on I devoted more and more time to my music business, adding other lines of coin machine equipment to it. By 1940 I was sold out of the restaurant business, in the automatic music business in earnest with about 140 units of music. With our continual growth we started to streamline the business with a very modern shop, salesroom and offices. We started buying wall box equipment and were one of the first in the west to use wall boxes in quantities and the receipts continued to increase.

"In the fall of 1942 I had an opportunity to sell my operation for cash to a large syndicate from the east and I decided to take their offer for I had been in poor health for several years. When I sold I had 240 units of music with over 1,000 wall boxes, many of them large installations, 175 pin games and many other machines that enter into a successful coin machine operation. We were also operating an arcade which was proving to be a profitable addition to the business.

"I know of no business that has the opportunities the automatic music business offers to a young man and I am looking forward with a great deal of interest to the time when I can begin telling live young men of this opportunity."

Form Photo Association

WALLACE, N. C.—At a meeting of photo machine operators from New York, North and South Carolina, Ohio, Virginia and Georgia held here, a National Direct Positive Photo Operators' Association was formed recently.

In the neighborhood of 100 operators, manufacturers and suppliers were in attendance and a barbecue dinner followed the meeting.

* * *

Filet Mignon is an opera by Puccini.

Western
Portable Flame
ARC WELDERS
Life Saver for the Duration
(With Hood and supplies)
$27.45

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 16

BUT WE'VE THOUGHT IT OUT!

Postwar prosperity will depend upon the rapid resumption of peacetime production and services. Although our plant is engaged in war work, our engineers and designers are planning for postwar. We're not talking now, but we assure you the postwar A.B.T. coin-operated machines and other products will be comparable to any others and superior to most in the industry. After "V DAY", we'll unbutton our lips and you'll know what goes on behind the closed doors of A.B.T. BUT . . . our doors are open to you now if your machines need parts or servicing or if we can assist you in your postwar planning.

Buy More War Bonds

A.B.T. *Manufacturing Corporation*
715-723 North Kedzie Avenue, Chicago 12, Illinois

THIS YEAR GIVE SUBSCRIPTIONS

The subscription picture is changing daily, but we present below the best magazines for Gift Giving at Christmas time and we have received authority to accept subscriptions, in accordance with the various listings, until December 20th at the rates quoted. Gift cards will be mailed from our offices and service will start on subscriptions within 60 days. Be sure to provide complete addresses and zones on all gift subscriptions and include your remittance in full to cover. THE REVIEW will see that all subscriptions are handled satisfactorily and in accordance with this announcement.

AMERICAN HOME
One 1-yr. Sub. 1.50
Two 1-yr. Subs. 2.50
Three 1-yr. Subs. 3.00
Add'l. Gift Subs. ea. 1.00

BETTER HOMES & GARDENS
One year Gift Subs. only, ea. 1.50

BILLBOARD
One 1-yr. Sub. 7.50
Two 1-yr. Subs. 12.50

BLUE BOOK
Two 1-yr. Subs. 4.00
Add'l. Gift Subs., ea. 2.00

CHARM
One 1-yr. Sub. 1.50
Two 1-yr. Subs. 2.50
Add'l. Gift Subs., ea. 1.25

CORONET
One 1-yr. Sub. 2.75
Add'l. Gift Subs., ea. 2.25

COLLIERS
One yr. Subs. only 3.00

ESQUIRE
One 1-yr. Sub. 5.00
Add'l. Gift Subs., ea. 4.00

FORBES
One 1-yr. Sub. 4.00
Two 1-yr. Subs. 6.00
Add'l. Gift Subs., ea. 3.00

FORTUNE
One 1-yr. Sub. 10.00
Add'l. Gift Subs., ea. 7.00
(Limit of 10)

GOURMET
One 1-yr. Sub. 3.00
Add'l. Gift Subs., ea. 2.00

HARPER'S BAZAAR
One 1-yr. Sub. 4.00
Add'l. Gift Subs., ea. 3.00

HOUSE & GARDEN
One 1-yr. Sub. 4.00
Two 1-yr. Subs. 7.00

LIFE
One 1-yr. Sub. 4.50
Add'l. Gift Subs., ea. 3.50

LOOK
One 1-yr. Sub. 2.50
Add'l. Gift Subs., ea. 2.00

NEWSWEEK
Each 1-yr. Gift Sub. 3.75

POPULAR MECHANICS
One 1-yr. Sub. 2.50
Two 1-yr. Subs. 4.50
Add'l. Gift Subs., ea. 2.00

POPULAR PHOTOGRAPHY
One 1-yr. Sub. 3.00
Add'l. Gift Subs., ea. 2.00

READER'S DIGEST
One 1-yr. Sub. 2.75
2 yrs. or 2 1-yr. Gift Subs. 5.00
Add'l. Gift Subs., ea. 2.25

TIME
One 1-yr. Sub. 5.00
Add'l. Gift Subs., ea. 4.25

UNITED STATES NEWS
One 1-yr. Sub. 4.00
Two 1-yr. Subs. 6.00
Add'l. Gift Subs., ea. 3.00

RESTRICTIONS HAVE BEEN LIFTED ON

COSMOPOLITAN
One 1-yr. Sub. 3.50
One 2-yr. Sub. 5.50
One 3-yr. Sub. 7.50

GOOD HOUSEKEEPING
One 1-yr. Sub. 3.50
One 2-yr. Sub. 5.50
One 3-yr. Sub. 7.50

Subscriptions for Two Years Are Now Available on
(New or Renewal)

AMERICAN MAGAZINE 5.00
BOY'S LIFE 3.50
LADIES HOME JOURNAL 3.00
POPULAR SCIENCE 5.00
SATURDAY EVENING POST 6.00
WOMAN'S HOME COMPANION 2.50

Only Renewals for One Year Are Accepted on These

AMERICAN MAGAZINE 3.00
BOY'S LIFE 2.00
HARPER'S BAZAAR 5.00
HOUSE BEAUTIFUL 4.00
MADEMOISELLE 3.00
NATIONAL GEOGRAPHIC 4.00
TOWN & COUNTRY 5.00
VOGUE 6.00

REMEMBER YOUR MEN OVERSEAS WITH THESE SPECIAL "PONY" EDITIONS WHICH DO NOT REQUIRE A LETTER OF REQUEST FOR ANY APO OR FPO ADDRESS

AMERICAN 2.00
ATLANTIC MONTHLY 2.50
COLLIERS 2.00
CORONET 1.50
ESQUIRE 3.50
FORTUNE 6.00
LIFE 3.50
LOOK 2.00
NATION 3.00
NEWSWEEK 3.50
NEW YORKER 4.00
READER'S DIGEST 1.50
SAT. EVE. POST 2.00
TIME 3.50

Subscription Department

COIN MACHINE REVIEW

1115 VENICE BLVD. LOS ANGELES 15, CALIF.

Mississippi

NATCHEZ—Partial lifting of the ban on amusement machines as the result of recent orders closing locations at 12 noon on Saturdays and 4 p.m. on afternoons when there were convoys of soldiers going through Natchez, has been effected. Locations not selling liquor, only beer, are allowed to stay open as in the past.

The beginning of the football season is aiding and abetting the coin machine business in this area. Every week-end large parties from Natchez and surrounding communities go down to Baton Rouge for the games and these fans spend plenty cash. The oil boom in this section of Mississippi and in Louisiana continues, making business excellent for all operators. As a result there are several new companies opening in this territory, including Barney Atkins, Jonesville, La., The Redd Dist. Co., of Philadelphia, Miss., and the Shelton Co., formerly of Jackson, Miss. These companies have purchased local and Louisiana locations and have installed a number of new machines.

The industry suffered a heavy blow here recently when the many friends of the Culpepper family of Ferriday were notified of the death of Private First Class James C. Culpepper, Jr., who died September 19th in the Palau Islands as the result of wounds received in action. Jim Culpepper was with the 81st (Wildcat Division) Infantry, which suffered severe casualties in the Southwest Pacific.

Culpepper was born July 2, 1907 in Concordia parish and lived in Ferriday most of his life. For twelve years he was employed as a shipping clerk and prior to his induction in the armed forces, he was associated with his father-in-law, H. B. Nelson in the operation of the Ferriday-Natchez Amusement Co. Jim was one of the best known operators in this section.

He was inducted at Camp Beauregard June 8, 1942 and was sent to Camp Rucker, Alabama, for his basic training. Following his training he went to the Tennessee maneuvers with the 81st Division, and was also stationed at Camp Haren, Arizona, where he was with a demonstration unit. Later he went to Camp San Luis Obispo, California and from there he went to Camp Beale and into the Pacific. Besides his widow, the former Miss Dora Nelson, he is survived by his mother, Mrs. James C. Culpepper, Sr., of Ferriday, a sister, Mrs. Richard Lee of Honolulu, and a brother, Robert, San Pedro, California. No details of his death were given, but the message from the war department stated a letter would follow.

B. G. Trunzler, formerly of Wesson, Miss., and late of the U. S. Marine Corps, from which branch of the service he recently received a medical discharge, is now in the coin machine business in this area. He is manager of the Natchez branch of-

SLOT MCH. SPRING KIT
$9.75
Hi-Grade Spring Ass't
$2.50
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 15

nce of the Atkins Amusement Co. of Jonesville, La., taking the place of B. W. Hardchew, who is now associated with H. B. Nelson in operation of pin balls and slots in the nearby Louisiana territory. Trunzler has many friends here who welcome him to Natchez and to the business in this state.

A new business has opened in Natchez, a repair shop for machine operators in charge of George Wilson, engineer of radio station WMIS and Louis E. Licata, recently discharged from the U. S. Army. The new shop, located on North Pearl Street fills a long felt need here.

Mr. and Mrs. John H. Smith, formerly with F. A. Blalock Co., Natchez, are now located at Pascagoula, Miss., where Smith is employed as service man for the F.A.B. Company.

Chief Petty Officer Richard S. "Jake" Sanguinetti, now stationed with the navy at the Pensacola, Florida air base, came home to be with Mrs. Sanguinetti, who had a recent operation.

Pat McDonald of Vidalia, La., has returned from a buying and business trip to New Orleans, La., and to his former home in Mobile, Alabama, where he also operates machines and other business enterprises.

Myles Smith has returned to his operations here after an absence of several months. He is now located in his office on Main Street.

Big Bill Eidt, reports he recently enjoyed a hunting outing and brought back his share of squirrels and other game, now in season, in Mississippi.

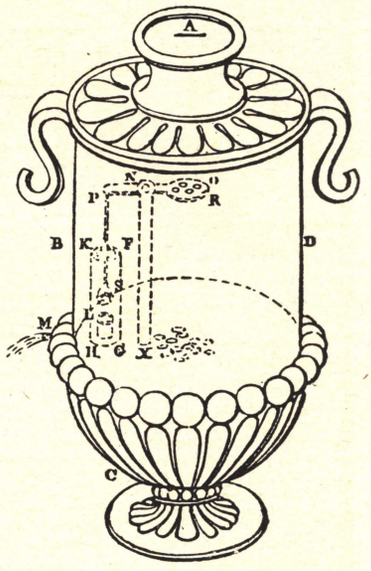
Ham B. Nelson recently purchased new equipment which he is placing in various locations on this side of the river and also in Louisiana. His many friends in the business are offering heartfelt sympathy to him on the recent death of his son-in-law and former business partner, Pfc. James C. Culpepper, who was wounded in action in the Southwest Pacific and died September 19 of his wounds at Palau Island.

News from Frank Eidt, now a private first class, in the U. S. Army, tells that he is on duty in France with a hospital unit. Eidt, a brother of Bill Eidt, has been overseas for some time past.

Corporal Charles Weeks, former repair man, who was home recently on a furlough, has returned to Laughlin Field, Del Rio, Texas, where he is a ground mechanic with the U. S. Army Air Forces.

Corporal Robert L. "Pee Wee" Garrity, recently returned from 18 months in the Pacific. He is now stationed at Miami Beach, Fla., with the signal corps of the U.S. Army.

IF into certain sacrificial vessels a coin of five drachms be thrown, water shall flow out and surround them. Let A B C D (fig. 21) be a sacrificial vessel or treasure chest, having an opening in its mouth, A; and in the chest let there be a vessel, F G H K, containing water, and a small box, L, from which a pipe, L M, conducts out of the chest. Near the vessel place a vertical rod, N X, about which turns a lever, O P, widening at O into the plate R parallel to the bottom of the vessel, while at the extremity P is suspended a lid, S, which fits into the box L, so that no water can flow through the tube L M: this lid, however, must be heavier than the plate R, but lighter than the plate and coin combined. When the coin is thrown through the mouth A, it will fall upon the plate R and, preponderating, it will turn the beam O P, and raise the lid of the box so that the water will flow: but if the coin falls off, the lid will descend and close the box so that the discharge ceases.



This illustration of the first coin-operated machine was taken from "Pneumatics of Hero of Alexandria," an inventor who lived between 100 and 200 B.C. Material was translated and edited by Bennet Woodcroft, University College, London, and published there in 1851. Matter is reproduced above just as it appeared in print.

Harold M. Case

Micon Has Big Month

LOS ANGELES—According to Leonard Micon, manager of Pacific Coast Distributors, the month of October was exceptionally good and exceeded expectations.

"Although our offices are located out of what is generally considered the coin machine sector of the city, we have had a very nice number of operators in from Southern California and adjacent states and sales have been most encouraging. Our offices are centrally located in the city and are easy to find; and parking facilities are ideal for customers."

Currently Micon is featuring Zingo, the first upright pin game, which has received a fine reception from western operators. Firm distributes the game in Southern California and Arizona.

* * *

A visitor in Amsterdam observed a big trainload of cattle Berlinbound. He asked a local resident about it.

"It happened this way," said the native. "A cow bit a telephone cable yesterday and disrupted Nazi communication, so they shot her as a saboteur.

"Now they are taking 500 other cows to Berlin as hostages to prevent a recurrence."

CANDY MACHINES WANTED

Stoner Candy Machines, either 6 or 8 column, in any condition. Phone or wire collect.

AUTOMATIC SALES CO.
2021 Carroll Ave., Chicago 12, Ill.
Monroe 5776

WE TAKE THE GAMBLE
WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES
BAKERS PACERS

ALL MODELS — ALL COIN PLAYS
We Specialize in Rebuilding Mills Slots and Paces Races
SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.
1700 WASHINGTON BLVD., CHICAGO 12, ILL.

ZINGO

Harry Williams' latest creation and the first "upright" Pin Game. Making real money for operators.

$375.00
Ready for Immediate Delivery

SEE

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 16

TWO BILLION

RED and BLUE RATION TOKENS

ARE YOU GETTING YOUR SHARE?

Yes . . . More than your share. So are 10,000 other operators. 20,000 of these little trouble makers find their way into 10c coin chutes each day. In round figures . . . $2,000.00 per day . . . $14,000 per week . . . $72,800 per year . . . What will it be when rationing is lifted? . . . You figure it out . . . we don't have the paper.

Token Ejectors now ready for *immediate delivery* for Mills 10c Bell Escalators. Guaranteed to eject 100% Red and Blue Tokens, aluminum and paper slugs—50% of all car tokens.

Install it yourself right on location in a few minutes. No drilling, cutting or fitting—no special tools necessary.

Token Ejector complete with instructions $5.00

Send Full Amount With Order—We Ship Prepaid

VALLEY SPECIALTY COMPANY, Inc.

1061 Joseph Avenue **Rochester 5, New York**

5 Day Gum

NEW YORK CITY — Inveterate gum chewers here have gone on a five-day week. At least some of them have—those who ride the Independent lines of the city's subway system. On a recent Friday night they found that signs appeared on the gum vending machines announcing a shutdown every Saturday and Sunday because the merchandise shortage has become highly critical.

"Sorry, due to acute gum shortage, this machine will not operate on Saturdays and Sundays," read the signs pasted on the machines. By way of further proof, crews opened the fronts of machines and placed pieces of tin over the penny apertures. On Monday mornings the crews will remove the tin, open the vendors for business.

Thousands of the machines have already been removed completely because of inability to supply gum for them, and a spokesman for the operators explained the present move as "an experiment. We're going to see how it works out. We're spreading the wealth, as it were, instead of having it knocked off in a day or two, as has been our experience recently." The same spokesman declared that his company is able to get only 10 per cent of its gum needs. Supplies of peanuts and chocolate remain fairly steady, however, and operation of these machines on subway station platforms continues without interruption.

Chewing gum machines on the other two underground lines, the I.R.T. and B.M.T., are filled with a single brand of gum, and they also continue to operate.

Prock Co. Changes Name

DALLAS—George Prock & Co. are now known to the trade as the General Distributing Co., according to an announcement by J. Fred Barber, salesmanager.

"Even though our name is changed the personnel remains the same," said Barber. "We have consolidated with the Houston firm of Williams and Horton and the owners are as follows: George Prock, Dallas; Tom V. Williams, Jr., and Harold H. Horton, Houston. J. E. Starks is general auditor and I am salesmanager of the Dallas office. George Prock is in the armed forces and stationed in San Diego, California, at present.

"The new organization has plans and financial strength to carry out much larger post-war plans than ever before and the trade can expect us to distribute more lines of merchandise in larger ways than we have been able to do in the past."

10 YEARS AGO

THE HOT NEWS IN THE REVIEW TEN YEARS AGO

Ray Moloney, Bally prexy, was conducting an extensive drive against cut-price competition and unethical practices . . . California Games Co., brought out *Rebound* and Claude Kirk, Exhibit Supply Co., obtained the eastern manufacturing rights for a smaller model of the same game. . . . Scripps-Howard newspapers carried a feature article pointing out the innocent characteristics of pin-games and quoted a police chief as saying, "They do serve a good purpose." . . . Frank Campbell, Santa Ana operator, had a narrow escape from death in a freak accident.

Charley Aronson and Sol Michaels of the Brooklyn Amusement Machine Co., had worked out a complete list of credits for used machines on the market and were "actually taking the machines at the value of the market at the time of sale." . . . James Mangan, advertising manager for Mills Novelty Co., had just had his latest book "You Can Do Anything" published. . . . Rock-Ola purchased the vast Gulbransen properties . . . James Gaffney of International Mutoscope Corp., wrote an article instructing operators how to hold locations with Mutoscope Electric Traveling Cranes.

O. D. Jennings and Co. brought out two pinball games: *Sportsman* and *Football*... A. J. Stephens and Co. were selling thousands of *Magic Beer Barrels* . . . Washington, D. C. was seeing a boom in Sportlands . . . *Tee-Off*, a golf game pinball table, was announced by Co-Operative Amusement Co. . . . Fred Fields was chosen to represent Wurlitzer Phonographs in the Northwest.

IF YOU WANT TO SELL

Any Type of Coin-Operated Equipment

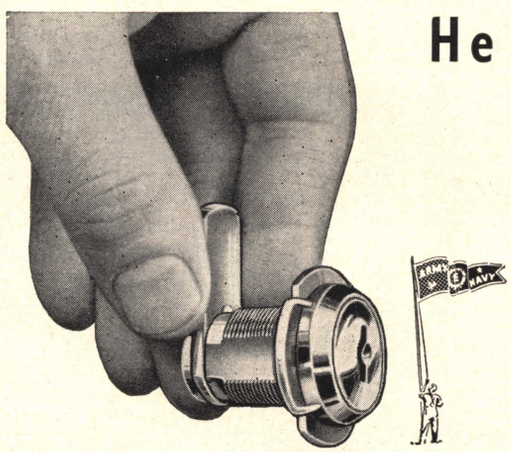
— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico **Los Angeles 15**

See Ad on Page 18



He learned to be a Fighter ...working for YOU!

He's gone to war—this ILCO COIN MACHINE LOCK—but he learned to be a tough little fighter in the years he stood guard over your coin machine profits. He'll be even tougher and better when the war is over. Remember that!

OK before the war—*even better after the war!*

INDEPENDENT LOCK COMPANY

FITCHBURG, MASSACHUSETTS

Branches in all Principal Cities

9

Letters from Operators praise Univendor

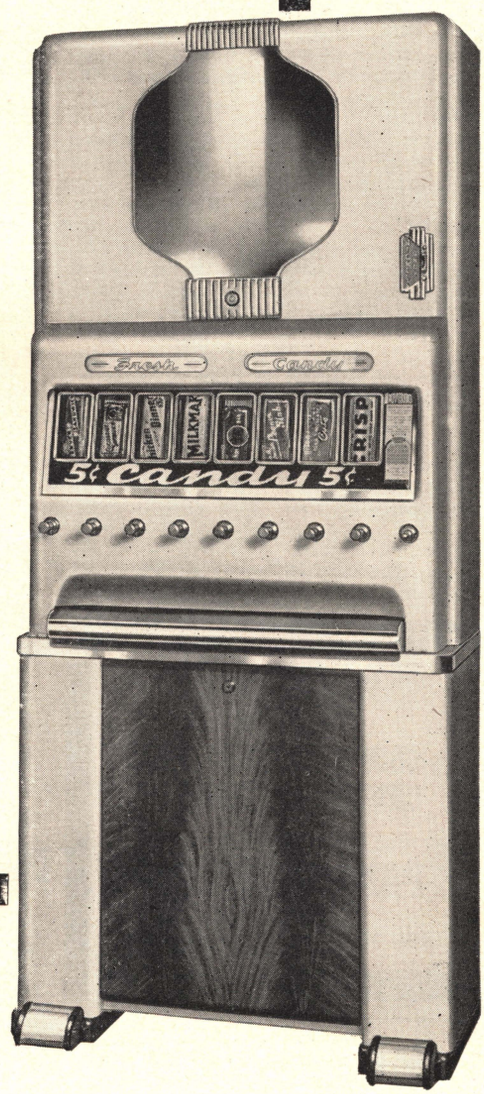
We're mighty proud of the many letters received from pleased UNIVENDOR operators. Now, when our full capacity must be devoted to the production of vital war materials, it's good to know that the prewar UNIVENDORS are making and holding friends.

Busy operators welcome the freedom from worry over mechanical difficulties and service problems which UNIVENDOR provides. They recognize the savings in time, money, and customer good will such dependability represents.

When peace comes, UNIVENDORS will again roll off the assembly line. They'll have all the old quality, with a host of new improvements. So watch for the postwar UNIVENDOR. It will be worth waiting for.

Univendor

To hurry the day of VICTORY
keep buying more and more bonds.



COIN MACHINE REVIEW
17
FOR DECEMBER 1944

STONER MFG. CORP.

Aurora, Illinois

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Bally Navy Float

CHICAGO—On the morning of October 27th, 4,000 marines, sailors, coast guardsmen, Waves and Spars, and women marines thrilled thousands who lined Loop streets for more than an hour to watch the Navy Day parade.

Sprinkled among the marchers were scores of beribboned and decorated enlisted men whose service ribbons bespoke action in every theater of war where United States forces have fought. Bands from navy installations in Chicago played for the marchers and a dozen or more floats gave watchers an insight into the specialized and technical training the navy is giving to thousands of sailors and marines in Chicago.

One of the most attractive floats in the parade was that of the Lion Manufacturing Corp., peace-time manufacturers of Bally games. Float showed a pin-game with lights flashing in the backboard being played by a live model. The game symbolized the pre-war activity of Bally. In the foreground were three girls in shop-garments busy at actual machines producing munition parts. A banner above the display bore the legend, "Fun Fights for Freedom! Bally Games in Peace—Navy Munitions in War!" As the float passed the reviewer's stand attention was called to it and also to the pin-game shown.

Keeney Buys Plant

CHICAGO—A one-story building comprising 60,000 square feet of floor space at 2600 West 50th street has been purchased by J. H. Keeney and Co., peace-time manufacturers of amusement devices. Consideration was reported to be $150,000. Building is presently occupied by the Majestic Radio and Television Corp.

Building was purchased in the name of the Keeney Building Corp., and J. H. Keeney, president of the firm, announced that they intend erecting another building of 15,000 square feet on land adjoining the present structure

Keeney is actively engaged in war work at present and will continue with war contracts when new building is available for tenancy.

* * *

Catherine the Great's husband was hung by her supporters.

Nickabob In New Home

LOS ANGELES—Nickabob Sales Co., headed by F. P. Carter, is now at home in their new and larger quarters at 2525 West Pico Boulevard in the heart of the local Coin Machine Row and are ready to embark upon an enlarged program of service to the operators of the Southwest.

New location is strategically located and provides easy parking for customers. The establishment is being completely revamped and redecorated and new signwork graces the exterior of the building. A complete repair department is installed in the rear of the building with a separate entrance from New Hampshire street for easy loading and unloading.

Carter is also the head of the Nickabob Co., operators of various types of automatic amusement and service machines for a number of years. Nickabob maintains large operations in this area in addition to the San Joaquin valley.

* * *

Syntax means money collected by the church from sinners.

NEW RELEASES
PEEK MACHINE FILMS
QUALITY PICTURES CO.
5634 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA
for PANORAMS-SOLOVUE
★
SOUND or SILENT

If You Want to Buy
COIN WRAPPERS, COIN CHUTES and SUPPLIES
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 20

THE NEW MODEL
MAY-BELL
IS NOW READY!
This LATEST RECONVERSION of the famous MAY-BELL has eliminated practically all service calls. Now sold on a 10-day money-back guarantee. Write for details and price. Will reconvert older models of May-Bell at nominal cost.
SAM MAY INDUSTRIES
2000 N. OAKLEY AVE. HUMBOLDT 5497 CHICAGO 47, ILL.

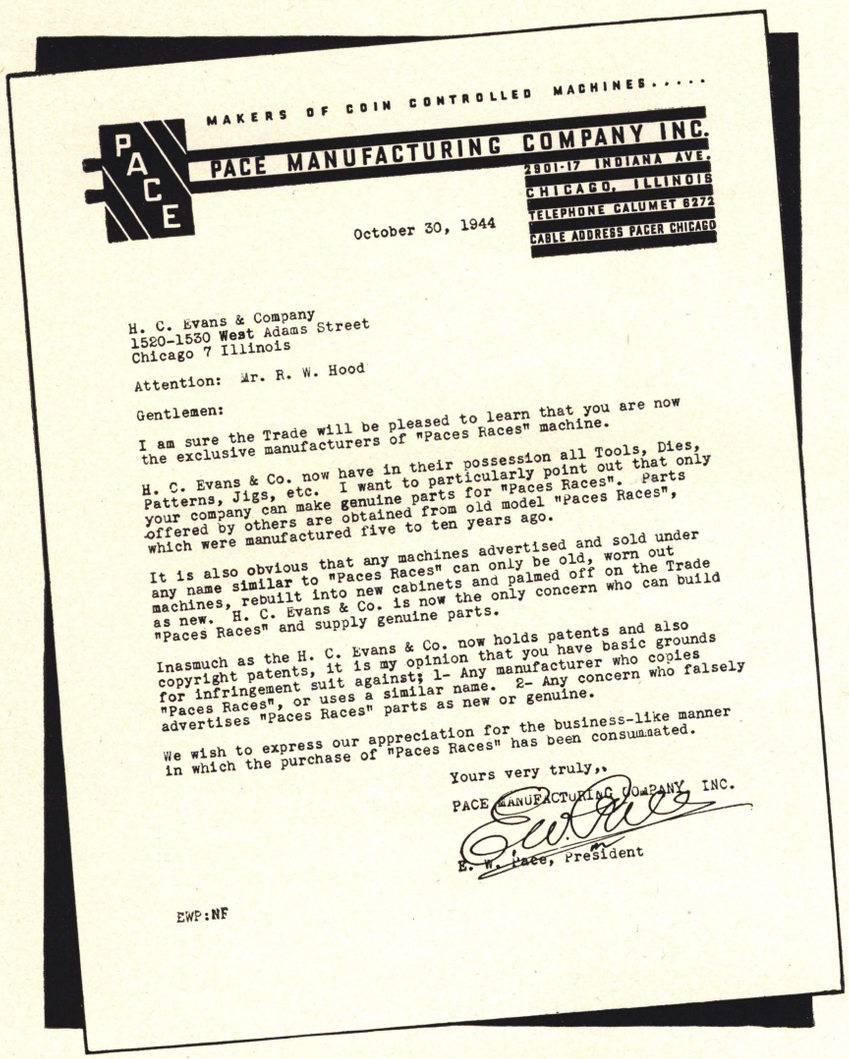
OPERATORS! Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?
Ask the Operators Who Do So!
Zeigler Insurance Agency, Inc.
541 S. Spring St., MIchigan 0961 Specialists—Coin Machine Industry Los Angeles 13, Calif.

ANNOUNCEMENT!

PACES RACES

WILL NOW BE MANUFACTURED EXCLUSIVELY BY

H. C. EVANS & COMPANY



MAKERS OF COIN CONTROLLED MACHINES.....

PACE MANUFACTURING COMPANY INC.

2901-17 INDIANA AVE.
CHICAGO, ILLINOIS
TELEPHONE CALUMET 8272
CABLE ADDRESS PACER CHICAGO

October 30, 1944

H. C. Evans & Company
1520-1530 West Adams Street
Chicago 7 Illinois

Attention: Mr. R. W. Hood

Gentlemen:

I am sure the Trade will be pleased to learn that you are now the exclusive manufacturers of "Paces Races" machine.

H. C. Evans & Co. now have in their possession all Tools, Dies, Patterns, Jigs, etc. I want to particularly point out that only your company can make genuine parts for "Paces Races". Parts offered by others are obtained from old model "Paces Races", which were manufactured five to ten years ago.

It is also obvious that any machines advertised and sold under any name similar to "Paces Races" can only be old, worn out machines, rebuilt into new cabinets and palmed off on the Trade as new. H. C. Evans & Co. is now the only concern who can build "Paces Races" and supply genuine parts.

Inasmuch as the H. C. Evans & Co. now holds patents and also copyright patents, it is my opinion that you have basic grounds for infringement suit against; 1- Any manufacturer who copies "Paces Races", or uses a similar name. 2- Any concern who falsely advertises "Paces Races" parts as new or genuine.

We wish to express our appreciation for the business-like manner in which the purchase of "Paces Races" has been consummated.

Yours very truly,,

PACE MANUFACTURING COMPANY INC.

E. W. Pace, President

EWP:NF

◆

Attention of the entire industry is called to the statements made by Mr. E. W. Pace. Please take special notice of these facts:

ONLY

H. C. EVANS & COMPANY

can build genuine Paces Races

ONLY

H. C. EVANS & COMPANY

can make genuine parts for Paces Races

NOTE

Infringements will be vigorously prosecuted.

◆

AFTER VICTORY...

THE NEW EVANS' SUPER DELUXE RACES

STREAMLINED! NEW COIN HEAD! 50 OTHER NEW FEATURES!

Evans' Super DeLuxe Races will embody the proven basic principles of the old Paces Races. Backed by Evans' 50-year reputation for Quality, it will create a greater opportunity for increased revenue than ever before in coin machine history! Watch for Evans' Super DeLuxe Races after V-Day!

H. C. EVANS & COMPANY

1520-1530 WEST ADAMS STREET **CHICAGO 7, ILLINOIS**

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

TUBES
FOR THE COIN MACHINE INDUSTRY

0Z4	$1.50	6C5	*$1.00	70L7	$1.95	26	$ .75
1A5	1.50	6C6	1.00	12A8	1.00	27	.70
1A7	1.60	6A6	1.50	12K7	1.00	30	1.00
1H4	1.00	6B5	1.75	12Q7	.90	33	1.00
1H5	1.30	6F6	* .90	12SK7	1.00	38	* .95
1LA4	2.35	6J5	.75	12SR7	1.30	41	.85
1LN5	2.35	6H6	*1.10	12Z3	1.00	43	1.10
1N5	1.60	6K7	1.10	14A7	1.60	45	.80
1P5	1.60	6L6	*1.50	14C7	1.40	46	1.10
1Q5	1.60	6Q7	1.10	25L6	1.30	47	1.10
2A4G	2.00	6SC7	1.10	25Z5	1.00	56	.80
2A3	1.60	6SK7	* .85	25Z6	1.00	57	.90
3Q5	1.60	6SL7	.75	35A5	1.30	76	* .85
5V4	*1.50	6V6	.60	35L6	1.00	77	.90
5U4G	*1.00	6X5	*1.00	35Z3	1.30	78	.90
5W4	1.00	2051	2.25	35Z5	.85	79	1.40
5Y3	.70	117L7	2.35	50L6	1.10	80	.70
5Z3	1.00	117Z6	1.60			83	*1.10

YOUR TUBE TROUBLES ARE OVER!
WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!
SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes marked with an (*) above. Our prices are right and warrant your orders!

Deposit required with all orders!

ALBENA SALES CO. 587 10th Ave., N. Y. C. Longacre 5-8334

230 SO. WILTON PL.
LOS ANGELES, 5 - CALIF.

LETTERS to the EDITOR

Visalia, California

Dear Sirs:

Please find enclosed one dollar. Please enter our subscription to the COIN MACHINE REVIEW for one year, starting with the November issue if possible.

We have had the October issue given to us and find your magazine very interesting as we are operating a string of machines here in Visalia.

Very truly yours,
Visalia Music Service

On the Peleliu Island in the Palau Group

Dear Sirs:

I have a request to make. I haven't read THE REVIEW for several years. If you have any back numbers, would you please send me a few. I would appreciate it very much. It struck me funny when I thought of THE REVIEW when I was in my "fox hole."

Tell all of the amusement game operators I send my best regards: "Curley" Robinson, Irving Bromberg, etc.
Cpl. Adolph D'Este,
H and S Battery,
8th 155 MM Gun Bn.,
F.P.O., San Francisco, Cal.

(Current issues of THE REVIEW are on the way, Adolph—Editor)

APO, San Francisco

Dear Sir:

My father has forwarded your letter asking my, or his, permission to publish the cartoon I drew. I'm sure that he has given it gladly, as also I do. Will you please send me a copy of THE REVIEW containing the cartoon.

I worked off and on for two prominent novelty companies in San Bernardino. . . . minor repairs in outlying districts and came in contact with THE REVIEW. I intend trying for the novelty company job again when I return home and the copy that I've asked for will show the boys that, though here in the jungle, I'm still there with them.

Robert B. Moore

Gentlemen:

I am working at a device for coin machines which will have the advantage of being adjustable to any denomination of coins. This machine will, for instance, sell a packet of cigarettes after slotting a dime, a nickel and 2 cents. Without pulling any lever the packet will be released automatically. I invented this machine in Europe and have applied for patents in the States.

I would be thankful to you for informing me if you have heard of similar automatic coin machines in America. I know that the factories at present are doing war work, but time will soon come to go over to peace work.

As I am not acquainted with these firms, being only a short time in the States, I would be obliged to you for naming a suitable firm which would be interested to do the necessary research work, etc. I would approach this firm at a later date as soon as I have received the rights and protection from the patent office in Washington.

Yours truly,
Carl Dresdner

Horak Appointed Major

LOS ANGELES—Captain Henriette Horak, former news representative for THE REVIEW in the San Francisco bay area, has been promoted to a major in the WACS, according to a news release from Paris.

Henriette is a press relations officer and was one of the only two women on the Normandie beach on D.Day.

Improved SCAVENGERS for Mills Jumbo Parades Part #505A

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 21

GUARDIAN
SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry

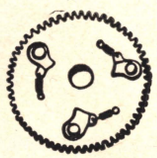
BEWARE OF IMITATIONS

Buy Guardian and You Won't Come to Grief

No. 1200—New Service Kit . . $14.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value $2.00. Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value $4.00. Plus 144 EXTRA Assorted Silver Contact Points, Value $6.00, in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known **No. 450 Guardian Contact Kit**.....**$7.50**

MILLS AND JENNINGS CLOCK GEARS

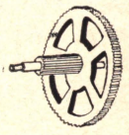


Complete with Dogs and Springs as Illustrated.

$3.50 Each

MILLS IDLER PINION CLOCK GEARS

This is the small idler gear that meshes with the main gear.



1-49 . $2.50 Ea.
50 UP $2.00 Ea.

LIMITED QUANTITY—RUSH YOUR ORDER!

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

What's Going on? in the UNITED STATES

CHICAGO—Mac Churvis has finished his second stint in the navy and is back at Bell Products with Al Sebring after 29 months as a chief petty officer in a radio division. Mac has received his honorable discharge. In the first world war Churvis was a radioman on the Communication Staff of President Wilson aboard the *George Washington.*

BROOKLYN—A local inventor has received a patent on a paper cup which can be folded and inserted beneath the liner of a regular bottle cap. Its inclusion does not necessitate the altering of standing capping equipment. Paper cup is of standard type with special folding arrangement.

ST. LOUIS—Ace Distributing Co. has moved into its own building at 1317 Kentucky Avenue. New quarters provide 33,000 square feet of space. Building was completely revamped and modernized before Ace moved over from the old location on Olive Street.

OXNARD, Calif.—Charlie Peverly has purchased the music operations of Ken Ferrier in Oxnard. Jean Minthorne, Los Angeles, handled the deal.

CINCINNATI—Sydney Nathan, president and general manager of King Record Co., announces the firm is about to enter the record manufacturing field in a big way and has purchased a large plant at 1540 Brewster Avenue where it is installing plating equipment to handle 24 masters per day. Stephen Shaw, formerly with MacGregor in Hollywood, is supervising installations and will be in charge of the record-producing plant. Hillbilly records exclusively will be pressed and distribution will be handled direct from the factory.

OCEANSIDE, Calif.—Harry Perrine has sold his routes in the San Joaquin valley to A. M. Keene, Taft, and is establishing an operation here.

ST. LOUIS—Ben Axelrod, head of Olive Novelty Co., underwent a major operation at the Jewish hospital October 19. He expects to leave the hospital in November.

MINNEAPOLIS—Ted Bush has taken over a two-story building at 250 West Broadway Avenue for his Bush Distributing Co. and celebrated by holding an open house for friends and customers. Bush has been active locally for the past ten or twelve years and present expansion is in line with plans for the post-war period.

LOS ANGELES—Despite the fact that the Southern California Tavern Owners' Association failed to get enough signatures to a petition eliminating the necessity for drink establishments to have a food license also, the group is still working to get an amendment that will free liquor establishments from the food requirement. Association hoped, through the petition, to get the matter before the voters in November. Under the present setup the state may revoke the license of a liquor establishment if 50 percent of the total

(See WHAT'S GOING ON, Page 24)

DURA-HEAT
Electric Soldering Iron.
Underwriters Lab. Approved.
Extra fine for operators.
Guaranteed
100 Watt.....$7.95
Write for prices on other sizes
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 24

BIG NAMES Mean BIG PROFITS!

Soundies
MUSICAL MOVIES

Soundies offer you the pulling power of the greatest artists of our times . . . "top" singers and dancers . . . famous "name" bands . . . outstanding "hit" tunes. Here is *greater customer appeal* that assures the *best* in coin-operated amusement. Prepare now for Post-War's greater profits with these professionally-made, highly entertaining films.

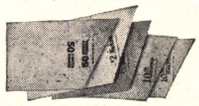
Write today—let us know what type of machines you are now operating.

SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC.
209 W. Jackson Blvd. **Chicago 6, Illinois**

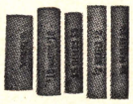
FOR THOSE WHO HANDLE **MONEY**

Abbott offers a complete line of Coin Counting Machines, Coin Wrappers, Currency Straps, Coin Handling Equipment and other Bank Supplies.

Illustrated here are

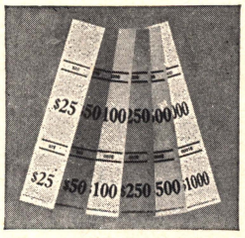


THE ABBOTT COLORED FLAT WRAPPERS

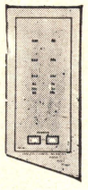


THE ABBOTT COLORED TUBULAR COIN WRAPPERS

THE ABBOTT OUTLOOK WINDOW WRAPPERS



THE ABBOTT COLORED BILL STRAPS



THE ABBOTT "TWIN" WINDOW WRAPPERS

Circulars Mailed on Request

We not only have the desire but the ABILITY to serve.

ABBOTT COIN COUNTER CO.

143rd St. and WALES AVE. NEW YORK 54, N. Y.

Evans Gets Races

CHICAGO—Outstanding news in current coin machine annals is contained in a recent statement made jointly by Richard W. Hood, head of H. C. Evans & Co., and E. W. Pace, president of Pace Manufacturing Co., Inc., advising the industry that the Evans organization has purchased Paces Races, widely known horse race game.

The sale, it is reported, comprised the transfer of all patents and copyright patents. Included were all tools, dies, jigs, patterns and other real and abstract properties, thus conferring upon H. C. Evans & Co. the exclusive rights to manufacture Paces Races and its component parts.

Of the transaction, Pace stated: "I am sure the trade will be pleased to learn that Evans is now the exclusive manufacturer of Paces Races. I do not believe that there is another company in the country more capable of continuing and reinforcing the tradition of quality behind this machine. I know the caliber of Dick Hood and his staff, and Evans' record of past successes points to a great future for the game."

Speaking for H. C. Evans & Co., Richard W. Hood declared that the purchase of Paces Races arose from a desire to broaden his company's scope of service to the operating field. "Post-war plans call for the production of a new model Races machine to be called Evans Super De Luxe Races," Hood stated. "Embodying the proven basic principles that have made Races one of the most stable types of equipment ever built, the new Races will incorporate about 50 additional features, among them a new improved coin head and dramatically streamlined styling. The high standards for which Evans has been noted for nearly 50 years will be strictly maintained in the production of Super De Luxe Races.

"Until the go-ahead signal on manufacture of the new model is received," Hood advised, "let it be understood that there are no new Paces Races available, nor can any machines offered under similar names be other than old, worn mechanisms built into new cabinets. Not only new Races, but also new mechanisms and new parts can be made only by Evans, and the trade will be informed when such units will again be manufactured." Hood indicated that resumption of parts manufacture may be announced at an early date.

Cal. Amuse. in Frisco

LOS ANGELES—On or about December 15th the California Amusement Co. will open the doors of their new branch in San Francisco, according to an announcement by M. S. Wolf, who has just returned from there. "Our new branch in the bay district will be one of the finest jobbing and distributing layouts in San Francisco. Chet Garton, who has managed the local office for the past 14 months, will be in charge of the branch and Mrs. Anona Gates is leaving the L. A. office to handle the office in the new branch.

"Mrs. Golden Williams is moving from our San Diego office to take Mrs. Gates' place here, and Wilma Deering joins us down South.

"We have big plans for the future and our establishment of a San Francisco office is in keeping with our program of activity in the months and years ahead. We know San Francisco and bay district operators will appreciate the type of service and consideration our new branch will bring them. George Winchell, well-known coin machine expert, will be shop superintendent," concluded Wolf.

Locally, California Amusement is proceeding with plans for the construction of a de luxe two-story brick building at the corner of Magnolia and West Pico. Architects now are busy on the plans and construction will start just as soon as building materials are released.

Wolf is now headquartering in the local office and making week-end trips to San Diego to supervise activities in that office.

Globe Electronics Busy

LOS ANGELES—The light is burning late at Globe Electronics where the theme seems to be "Catch up with the work and get these out-of-town machines back to the operators in first class working condition."

Globe has had an unusually large volume of business in the past month and many new customers have been added to the extensive list now being adequately served by the organization.

* * *

An unbridled orgy is a wild horse.

NEW CONVERSIONS READY

PLAY BALL for New Champ
ARMY & NAVY for Knockout
TAIL GUNNER for Ten Spot
G I JOE for Jungle
Cost you only $9.50 f.o.b. Chicago
RUSH YOUR ORDER NOW!

— SEE —

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 24

GOOD BUYS IN COMPLETELY REBUILT GAMES

3 Bally "Grand Nationals"	ea. $135.00	1 Bally "Pimlico"	415.00
1 Bally Pace Maker	110.00	1 Bally "Trophy Club"	325.00
1 Bally "Sea Biscuit" (Thistle Downs)	75.00	3 "Sportsmen" (Practically New, converted from Bally Sport Specials by Bell)	ea. 350.00
2 Bally "War Admirals" (S. & N. Converted)	ea. 225.00	One Keeney "Contest"	135.00
(War Admirals are practically new)		(5c excellent condition except slight crack in glass. Not enough to warrant replacing	300.00
1 Keeney "Stepper-Upper"	85.00		

These have all been completely reconditioned, cabinets repaired where needed, repainted in original factory colors where needed, good condition or new coin chutes, etc., etc., all ready for the best locations.

PRICE INCLUDES CAREFUL CRATING, F.O.B. SALT LAKE CITY, ONE-THIRD DEPOSIT WITH ORDER, IMMEDIATE SHIPMENT.

THE R. F. VOGT DISTRIBUTORS

MILNER HOTEL BLDG. (PHONE 5-0461) SALT LAKE CITY, UTAH

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

There is only one excuse for telling Helen Conner's story!

"MY FATHER was born in Russia but he came to America years ago. With my brothers Al and Mike, I was brought up as a good American.

"When I was in my teens I met a handsome young Navy man at a Shriner's convention in San Francisco. His name was Bryan Conner. It was love at first sight—and you know the reputation of the Navy for action. Bryan proposed that night. He didn't know when we could marry because he had to get right back to his destroyer. But we weren't going to wait.

"I rented a motor boat, went out to the destroyer and talked to the captain. In five minutes Bryan was on his way back to shore and we were married.

"As time passed we had a fine baby boy. We named him William. By the time Bill was growing into young manhood my husband was assigned to recruiting service in Atlanta. He and Bill had great times hunting and fishing together. We were a happy family. My two brothers visited us often and we'd have the jolliest parties and picnics.

"Then the war started in Europe. Our son came to us one night and explained how he felt about it. He wanted to be prepared so he enlisted.

"Like any mother I hated him to leave home—but I couldn't stand in his way. Bill joined up.

"Pearl Harbor was more than my husband could take. He had lots of friends on the Arizona, the Utah, and other ships. He was 48 years old but he asked for active duty and he got it—on a PT boat in the South Pacific.

"My brothers got in too—Al in the Army, Mike in the Seabees. There they were—all four of them in it, my husband and brother Mike in the Pacific; my son and brother Al in Africa.

"I had to do something. So I went to welding school. After I finished school I taught welding. My thoughts were always with my husband, my son, and my brothers. I was working for them. I was living for their return. On June 30th of last year I opened this telegram:

" 'The Secretary of War desires that I tender his deepest sympathy to you in the loss of your son. Report received states that he was killed in action on June 28th in the North African Theatre of War.'

"Four days later, on the 4th of July, I got another message:

" 'Deeply regret to inform you that your brother, Michael Zadorkin, was killed in action in performance of his duty and in the service of his country in the South Pacific on July 2, 1943.'

"On July 8th I read:

" 'The Secretary of War desires that I tender his deepest sympathy to you in the loss of your brother, Allan Zadorkin. Report received states he was killed in action on July 6th, 1943.'

"Some time later I saw my husband. He was as shocked as I was about the death of our only son and my two brothers. But he was all the more determined to fight on.

"I remember seeing him off. It was at a submarine base in Florida. At two in the morning. There was a light mist over the harbor. I kissed my husband and he went aboard his PT boat. I watched him as long as I could see him waving good-bye.

"It wasn't many weeks later that I opened a final message:

" 'Deeply regret to inform you your husband, William Jennings Bryan Conner was killed in action in performance of his duty and in the service of his country.'

"I am not asking for pity. Not even sympathy. My men died the way they would have liked to die—fighting. We must carry on their fight.

"I won't be meeting my boy or my husband or my brothers again, but I want to see to it that other women get their men back.

"The last thing my husband wrote me was: 'Keep up the good work at the bomber plant.' That's what I am doing . . . welding and riveting. And I'm going to keep on doing it as long as I can stand on my two feet. I am going to stay at my job. I am going to buy War Bonds. I'm not licked and I never will be. I'm going to live to see that day—that great day—when our enemies are made to pay in full for the lives they have taken away from all of us."

That is Helen Conner's story. Her tragedy is made public here only because it makes this fact crystal-clear: a war can be won only by sacrifice.

Buying War Bonds may call for sacrifice on our part. But when our sacrifice is compared to that of Helen Conner or her men, doesn't it make you feel that putting every last cent into War Bonds is really little enough to do? *See if you can't buy another Bond—today.*

Contributed to the success of the

SIXTH WAR LOAN DRIVE

by

THE COIN MACHINE REVIEW

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

WHAT'S GOING ON

(Continued from Page 21)

volume does not represent the sale of food. Operators are vitally interested in the matter for it could mean the closing of hundreds of locations.

NEW YORK—The *Motion Picture Herald* gave editorial mention to the importance of vending machines and suggested that post-war plans for theaters provide for installation of devices. Merchandise vending has become an important source of additional revenue in theater operation in the past few years.

LOS ANGELES—Threatened strikes at the shipyards if vending machines were not supplied with more cigarettes have resulted in a slight increase in the amount of cigarettes alloted some operators active in these locations.

CLEVELAND—At a meeting of the Ohio State Automatic Electric Phonograph Association on October 16th, steps were taken for the appointment of an official committee to work out plans for forming a national association of automatic phonograph operators. Representatives of several other phono. operator associations were present to join in the discussions.

DETROIT — Charles Brownstein has formed the Brown Vending Co. with headquarters at 5228 Oregon Avenue and will operate a route of cigarette and cigar vendors. Brownstein was formerly with the Smith Vending Co.

JEFFERSON CITY, Mo. — Raymond Bonnot has received word that his brother, Leonard, was killed in action in France, September 22. The brothers operated a route of automatic phonographs in partnership before the war and Raymond has continued the route since the induction of Leonard.

NEW YORK—The seventh annual Automatic Music Operators' Association banquet and ball was held in the Starlight Room of the Waldorf-Astoria on October 21 and over 450 members and guests were in attendance.

SAN ANTONIO — Commercial Music Co. has re-established its branch here at 901 East Houston Street. Frank DeBarrons is the new manager. Branch has been completely renovated and a service and parts department added.

DETROIT—Erwin Baldridge has opened the Joyland Arcade at 3743 Woodward Avenue in the heart of the uptown nightlife section. Erwin formerly operated arcades at Lake Orion and in Pontiac, Michigan.

CHICAGO—At the annual convention of the National Restaurant Association held here in mid-October, it was revealed that there is a possibility of upwards of 50,000 new restaurants soon after the end of hostilities. Such an increase would naturally provide an almost equal number of new locations for coin-operated equipment.

CHICAGO—Eddie Ginsberg is back at Atlas Novelty, having been honorably discharged from the Navy.

WASHINGTON — Eighteen billion bottles of soft drinks were sold in 1943, according to the Department of Commerce. Of the amount 15 percent went to the armed forces, 15 per cent to industrial plants and the balance sold through 1,250,000 retail outlets in the country.

LOCKPORT, N. Y.—Ford Gum and Machine Co., has effected a reorganization and purchased a new plant at Akron, N. Y., according to prexy Fred S. Mason. Ford manufactures and distributes ball gum vending machines and the gum sold exclusively through the vendors, and claims distribution at present in 39 states.

INDIANAPOLIS — Packard Manufacturing Co. has received its fourth army-navy production award for continued excellence in war production. Firm was one of the first in this industry to receive the "E" flag and is now privileged to add the third star to the flag.

CHICAGO—Through plans originated by James T. Mangan, the automatic phonographs and wired music outlets in this city are cooperating in publicizing the sixth war loan drive. Stickers in patriotic colors are to be placed on each phonograph

EXCLUSIVE DISTRIBUTORS

In So. Cal. & Arizona for

ZINGO

The Sensational New "Upright" Pin Game!

CHECK THESE FEATURES

- DIFFERENT
- HIGH SCORE ACTION
- LITES OUT ACTION
- KICK-OUT POCKETS
- "SPECIAL" SCORING POCKETS
- SPOT A NUMBER POCKETS
- RETURN BALL FEATURE
- AUTOMATIC ACTION
- PROPERLY SCORED
- GETS LOCATIONS
- HOLDS LOCATIONS
- FREE PLAY OR REGULAR
- SMALL FLOOR SPACE REQUIRED—17 IN. BY 22 IN., 82 IN. HIGH
- 3-PIECE UNIT—EASY TO HANDLE

COME IN — OR WRITE — WIRE — PHONE

Complete Line of
SLOTS — CONSOLES
1-BALL & 5-BALL GAMES
and Arcade Equipment

PACIFIC COAST DISTRIBUTORS

2316 S. Union Ave., Los Angeles 7
RIchmond 5527

NEW NOVELTY PANORAM PEEK FILMS

QUALITY PICTURES SERIES 1 TO 13

Write for literature

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 25

and wired music operators will read a brief message to patrons requesting numbers. It is estimated that approximately 12,000 units will be cooperating in the campaign.

DETROIT — Archie's Playland Arcade is the name of the newest downtown spot to open at Monroe and Library Avenues. Owner is Archie Gayer, park and carnival operator.

NEW YORK—At a business meeting of the Arcade Owners' Association at the Park Central on November 2nd, it was unanimously agreed to employ a business manager for the group in accordance with recommendations made by a special committee suggesting that such a man be hired to step up the membership of the Arcade owners throughout the country. Members voted an assessment of $50 per member to provide initial funds to start the membership campaign.

DETROIT—B. J. MacKenzie is incorporating the Motor City Amusement Co. Capitalization is for $25,000 and firm plans to operate automatic phonographs and other devices.

NEW YORK—Bar Mitzvah celebration for Teddy Cohn, son of Nat Cohn, will be held at the Hotel Commodore on December 16th. Luncheon will be followed by a later celebration at the Starlight Roof of the Waldorf-Astoria.

WASHINGTON—The War Production Board has issued a set-aside order requiring that 90 percent of all penny box matches and 25 per cent of paper book matches be reserved for the use of the armed forces for the next six months.

* * *

"Why do you think your son will make a great executive?"

"It takes him so long to eat his lunch."

* * *

Jolly error in "For Sale" ad: "Upright piano with wench, perfect condition, reasonable."

Do You Need

RAY GUNS

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 26

Badger Gets Rock-Ola

CHICAGO—William Happel, head of Badger Sales Co., Los Angeles, and Carl Happel, Badger Novelty Co., Milwaukee, have been appointed distributors for Rock-Ola Manufacturing Corporation. The Los Angeles Office will handle Southern California and Southern Nevada and the Milwaukee office will have the state of Wisconsin and Northern Michigan.

Happel came east from the Coast to sign the contracts awarding him the territory on the post-war musical equipment to be manufactured by Rock-Ola.

Kaplan Revamps

LOS ANGELES—November 10th was a gala day at Southwestern Vending Machine Co. when customers and friends visited the establishment to partake of the famous Harry Kaplan hospitality and observe the revamping and modernizing program that Harry has effected in the offices and showrooms of Southwestern.

With an eye to the future, Harry has gone all out for improving the general appearance of the offices and display rooms and the plaudits of the visitors at the gathering, on the 10th, attested to his good taste in rearranging his quarters.

As usual, Kaplan is doing a magnificent sales job all over the country and winning new steady customers every week under his coveted motto: "You must be satisfied—or your money refunded!"

* * *

A famous ballplayer's advice contains a nugget of wisdom for all of us: "Know ahead of time what you are going to do with the ball when you get it."

* * *

Pedestrian: The most approachable chap in the world.

CHROME COIN CO.

4630 WEST NORTH AVENUE

MILWAUKEE 8, WISCONSIN

★ *Write, Wire or Phone* ★

Custom **COIN-BELL** *Conversions*

REBUILDING & REFINISHING all types of **SLOT MACHINES**

$79.50

10 DAY SERVICE. SEND US YOUR MACHINES. One trial will convince you. Machines returned like new. Write in advance for complete description of our REBUILDING AND REFINISHING PROCESS.

REPLACEMENT PARTS

All Mills Laminated Award Cards	$ .22	ea.
All Mills Laminated Reel Strips	.90	set
Jack Pot Covers (B.F.)	1.00	ea.
Jack Pot Covers (W.E.)	1.00	ea.
Denomination Buttons, 5, 10, 25	.50	ea.
25c Chrome Bell Buttons	1.75	ea.
Vendor Plugs	.50	ea.
Twenty Stop Stars	3.50	set
25c Tubes	1.25	ea.
25c Slides	7.25	set
Blank Discs	3.50	set
Stamped Discs	6.50	set
Posts for 25c conv.	1.75	set
Cash Box Doors	.65	ea.
Club Handles, guaranteed non-breakable	4.50	ea.
Mills Gold Chrome Cabinets, hard wood and completely finished	17.50	ea.
Cabinets, solid hardwood, completely finished, that positively fit Mills Escalator type machines	15.50	ea.

CENTRAL MANUFACTURING CO.

4245-47 Fullerton Ave. Chicago 39, Ill.

SPAulding 1670-1

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

ILLINOIS LOCK COMPANY

737 W. JACKSON BOULEVARD • CHICAGO

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

IN WAR TIME

Manufacturers of Aircraft Parts and Parachute Hardware

IN PEACE TIME

Manufacturers of precision Illinois and Duo Locks—distinguished for quality

AUTOMATIC MUSIC

Simmons Says:

A column of pertinent comment by W. E. Simmons about those in, and of, the automatic music industry.

● The news from the Chicago convention of the National Restaurant Association in mid-October should bring a pleasant smile to the face of every operator in the country. An informed speaker predicted that there would be at least 50,000 new restaurants opening in the country soon after the cessation of hostilities. Think of the tremendous amount of new coin-controlled equipment it will take to provide these establishments with the amusement and vending services they will require. Start counting the number of phonographs, remote control boxes, auxiliary speakers, and the like and you'll arrive at some fantastic figures.

● It is only reasonable to believe that the same condition will exist insofar as taverns and cocktail bars are concerned. A great number have gone out of business

(See SIMMONS SAYS, Page 28)

RCA-Victor and Columbia To End Petrillo Recording Ban

NEW YORK—The 27-month recording ban against RCA-Victor and Columbia Recording was lifted on November 11th by James Caesar Petrillo, American Federation of Musicians prexy, when the two recorders signed a contract with the union and acceded to its "demands."

Ban was imposed August 1, 1942 when the recorders refused to sign contracts whereby the union would be paid a royalty on each disc sold. Petrillo, who had rejected a War Labor Board order and a request from President Roosevelt to permit union musicians to resume recording for the companies, said: "This is the greatest victory for a labor organization in the history of the labor movement. The AFM is the first labor organization to receive agreements whereby employers pay money direct to the organization for the employment of musicians, over and above what they pay for the actual work done by the musicians in the making of recordings."

The three-year agreements signed by RCA-Victor and Columbia permit the companies to resume recording at once. When the ban was imposed the two firms were making more than half of the 130,000,000 records produced annually in the United States. On the basis of that production, the union will get approximately $4,000,000 a year. Petrillo added that he expected the amount would be greater since the demand for records had increased since 1942.

With normalcy again established in the recording field, those in the know believe there will be a terrific shakeup of recording artists. It has been rumored around New York recently that Decca artists were "burned up" over the company's policy of devoting the major portion of their production to packaged goods, such as albums, which show a better profit, while individual recordings were not produced and plugged in the same grand style the artists had expected. Decca has been recording for some little time, having signed a deal with AFM several months ago. Since then albums have been the major sales items in the Decca line and only a few popular single records have been issued each week. Artists feel they have been getting a "brush off" while production is centered on the more costly albums. A right-about-face is expected for Decca has been drawing the cream off of the crop of record sales and will now have to compete in its offerings with Columbia and RCA-Victor.

Roll-Up Records

LOS ANGELES—New flexible discs, capable of being rolled up and carried in the pocket, have been added to the output of regular platters made by Gilt Edge Records, a subsidiary of Adverdisc.

PARTS—SUPPLIES

6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55. Per Hundred.....$5.40

3 AG Fuses	Per Hundred
½ Amp.	$9.00
1, 1½, 2, 2½, 3 Amp.	3.50
5, 6, 7½ Amp.	3.00
10, 15, 20, 25, 30 Amp.	2.50

PHONOGRAPH TITLE STRIPS (Red Border)

1000	$5.00
5000 Per M.	4.00
10000 Per M.	3.50
25000 Per M.	3.00

6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 6SC7 to 7F7 103 6SC7 to 6SL7 110 5Z3 to 5U4G 125 80 to 5T4, 5V4G, 5Y3 or 5Z4 126 83 to 5U4G or 5X4	#205 2A4G to 2051 (Seeburg Guns) 210 2A4G to 2051 (Seeburg Music) 215 70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$1.50 Each	**$3.50 Each**

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

Ask Us for List Available Records

HERMITAGE MUSIC CO.

416A Broadway Nashville 3, Tenn.

Columbia Perforated

PROGRAM STRIP SHEETS

20 to sheet—printed 2 sides—maroon strip dividing. Perforated with special perforation which holds tight while typing, tears with snap of finger.

$5.00 PER M

Quantity Prices on Request

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 28

Bennett

TOP LINE NEEDLES

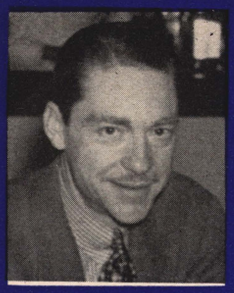
GIVE OPERATORS FROM 3000 TO 4000 OR MORE PLAYS

Order Your Top Line Needles Today!

ALPHA DISTRIBUTING COMPANY

1025 North Highland Avenue

Hollywood 38, California



Exclusive Distributors for J. P. Seeburg Corporation in SOUTHERN CALIFORNIA, STATE OF ARIZONA AND SOUTHERN NEVADA

WE are proud to have the opportunity to serve the Seeburg operators in Southern California, the State of Arizona and Southern Nevada. No - - - - we do not have brand new machines but we hope that day is not far off. Until then, we are dedicated to keeping your present Seeburg equipment operating and in tip-top condition for spinning turntables today will buy the revolutionary new equipment when manufacturing resumes.

If you have any special problems, if you are in need of any factory parts or supplies, get in touch with us immediately for we are here to serve you. And, even if you are not in need of any special services, we will be glad to welcome you to our new and modernized offices and showrooms. The welcome mat is always out for Seeburg operators.

Buy Bonds to the Limit in the SIXTH WAR LOAN DRIVE

MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard
LOS ANGELES

Seeburg Phonographs

MAIN GEARS

FOR

WURLITZER and SEEBURG PHONOGRAPHS

Micarter Gears—Less Hub—Guaranteed

$6.50

Quantity Prices to Distributors and Jobbers.
Write or Wire one-third Deposit with Order.

E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd. **Los Angeles 15, Calif.**

DRexel 2341

SIMMONS SAYS

(Continued from Page 26)

due to the owners being drafted and many thousands have closed because of the shortage of liquor. When distilling is again resumed in normal amounts, and the thousands of GI's who formerly owned taverns are released from service, we'll have another 50,000 or more new spots for coin-operated equipment. Yes . . . the post-war years look mighty promising for the coin machine industry.

● The simple procedure of buying and selling, known as trade or business, is not built entirely on physical things. Good merchandise is most important and confidence is the keystone of operator and distributor relationship. Without confidence the operator will not purchase the finest equipment even at the lowest possible cost. Tell a customer exactly what he is getting for his money and then see that he gets it. That is the honest and only way to build confidence and the only real way to build a business.

● After the war we're going to see an amplification of service in the jobbing and distributing end of this business. A lot of firms were content to offer merchandise on a take-it-or-leave-it basis before the war. Service was an insignificant phase of their activity and cooperation with the operators was a fantastic dream. It is true that there were some organizations with well rounded out business methods but the majority were sales organizations only. After the war we'll see these firms emerge with real service programs and cooperative measures that will be really appealing to the trade in general. We will have to take into consideration the great number of new men entering the business. They will need helpful advice and assistance for months and the jobbing and distributing organization that is ready with a workable plan of cooperation and assistance is the organization that will sell the greater portion of the new machines sold in the post-war years.

● A former employee of mine who just couldn't follow instructions, finished "boot" training at Great Lakes recently and was home on leave for a few days. I asked him what the most outstanding thing was that he had learned thus far. "I don't have to think twice on that one," he grinned. "It is this: you do it the Navy way . . . or else!" He will be a better employee after the war.

● This industry will be dolled out in cosmetics after the war. By that I mean that distributors, jobbers and operators alike, will paint up a bit and present a better picture of respectability than before. Already the trade press is carrying accounts of face-lifting operations on establishments in all parts of the country. There is no reason why the firms in this business should not maintain as neat and clean business quarters as do firms in other fields. After the war we will see operators opening headquarters on business streets and maintaining display rooms where location owners may view equipment the operating organization has to offer, and where location operating contracts may be made in quiet and businesslike environments.

● Count your assets. If you have a clear conscience and a sound liver, plus several good friends; and your heart has retained its youth and your soul its honesty—cheer up—you are still one of life's millionaires.

General in Financing

LOS ANGELES—The principal activity at General Music Co.'s two offices, in San Francisco and Los Angeles, consists of financing operators at the present time. "We believe this to be the proper function of our organization right now," stated Bud Parr, owner of General Music. "With no new equipment, we feel we can render the best service to operators in the West by aiding them in enlarging their operations through proper financing and helping them expand and acquire operations that may be available in their own territories.

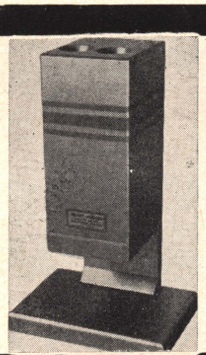
"This service is quite flexible and we are prepared to finance the operator even if he is interested in acquiring only a few machines or if he is interested in taking over an operation running into thousands of dollars. No deal is too small or too large and each transaction receives the same careful handling.

"In the past months we have probably assisted more operators than any other like organization. No strings are attached to our service and the operator is free to make his own decisions as to what and where he wishes to purchase equipment. In San Francisco Ernie Brennan is ready to talk to operators and in our Los Angeles office Fred Gaunt is at your service to discuss your financing problems. We've helped hundreds of operators and their testimony will show that we can help you, too."

* * *

An eavesdropper is a kind of bird.

NICKLE NUDGERS
Ideal Xmas Gift
For Your Locations
$9.85
—SEE—
Paul A. Laymon
1503 W. Pico
Los Angeles 15
See Ad Page 32



CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.
Phone or write today:

CLARK DISTRIBUTING CO.

DON W. CLARK, Owner
Exclusive Wurlitzer Distributors for the West Coast

SAN FRANCISCO	LOS ANGELES	SEATTLE
K. W. Popkey, Mgr.	Aubrey V. Stemler, Mgr.	E. L. Horiskey, Manager
415 Brannan Street	1561 W. Washington Blvd.	906 Elliott Ave. West
SUtter 5342	REpublic 4155	GArfield 0930

LIKE THE "ZIP" IN A DRINK —

Exclusive Records Have that Extra

"SOMETHING"

That Assures Continuous Play On Your Machines

★ ★ ★ ★ ★ ★ ★ *Exclusive Records Announce* ★ ★ ★ ★ ★ ★ ★

"I WONDER"

by DAN GRISSOM, former vocalist with Jimmie Lunceford

RETAIL—$1.00 OPERATORS PRICE—65c

★ ★

A RUNNER-UPPER

I'M LOST and PITCHIN' UP A BOOGIE *featuring* KING COLE TRIO
On EXCELSIOR — OP. PRICE 65c

MUSICRAFT RECORDS
LIMITED STOCK AVAILABLE AS SHIPMENTS ARRIVE
KING RECORDS From Hollywood
"Just Lonesome for You" and "Yodeling Polka"
by ART WENGEL
Operators Price . . . 49c
Minimum Record Order . . . 25 Records

WE WILL PAY 5c PER POUND FOR SOLID SCRAP, DELIVERED

The Original PHENOLITE MASTER GEARS

THIS GEAR IS PERFECTLY CUT AND WILL OUTWEAR ANY PREVIOUS GEAR MADE.
SPECIAL DISCOUNTS IN LOTS OF 25 OR MORE.
For WURLITZERS and SEEBURGS (Originally $6.50)..... $4.75

BOXES

Packard PLA-MOR, New and Used	Write
Buckley, Suedette Finish	$17.50
Buckley, new style, 24	27.50
Buckley, new style, 32	20.00
Seeburg 30-wire	10.00
Wurlitzer 100	17.50
Wurlitzer 331, wing bar	15.00

HARD-TO-GET PARTS

Coils and Solenoid Pins for all makes of Adaptors	
Red Border, or Plain, Title Strips, per M	$5.00
Packard Knobs	ea. 1.00
All Types of Coils Rewound	
Light Globes—Tubes—Fuses	
THRIFTEE FIX Glue, the glue of a thousand uses. Sample tube	30c

NEEDLES AND CABINETS

Bennett Needles, lots of 100, ea.	$ .30
New "TOP FLIGHT" Needle, lots of 100, ea.	.42
Aeropoint Needles, Card of 13	6.00
Old Needles Repointed, ea.	.18
Speaker Cabinets	5.00 up
Replacement Cabinets, for any mechanism	59.50

JACK GUTSHALL DISTRIBUTING COMPANY

Exclusive Packard Distributors

1870 West Washington Blvd. ROchester 2103 Los Angeles 7, Calif.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

How much does it cost to move a pin?

On a war map of the South Pacific, the little red-white-and-blue pins march steadily westward.

Tarawa . . . Makin . . . the Marshalls . . . Saipan . . . and each move brings the pins closer to Tokyo.

Each move is mighty expensive business. The cost is high in dollars . . . the cost is high in men.

To plant the Stars and Stripes on Saipan cost the lives of more than 2000 American boys . . . plus some 12,000 wounded and missing.

Naturally, these losses cannot be summed up in dollars and cents . . . there is not enough money in the world to bring back 2000 dead Americans.

But in guns, ammunition, and other equipment, it is estimated that Saipan cost us many millions of dollars. Each of the many steppingstones remaining between our forces and Tokyo may cost as much or more.

WHERE IS THE MONEY COMING FROM?

It's coming from *you*, and millions of Americans like you . . . from the taxes you pay, and from the War Bonds you buy.

And while it may pinch a little, buying those Bonds is the smartest thing you ever did.

BACK THE 6th WAR LOAN DRIVE

THIS MESSAGE IS PUBLISHED AS A PATRIOTIC CONTRIBUTION BY

BALLY MANUFACTURING COMPANY
2640 W. Belmont Ave.
Chicago 18, Ill.

CHICAGO LOCK COMPANY
2024 N. Racine Ave.
Chicago 14, Ill.

D. GOTTLIEB & COMPANY
1140 N. Kostner Ave.
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BUCKLEY MUSIC SYSTEM, Inc.
4225 W. Lake St.
Chicago 24, Ill.

EXHIBIT SUPPLY COMPANY
4222 W. Lake St.
Chicago 24, Ill.

O. D. JENNINGS & COMPANY
4309 W. Lake St.
Chicago 24, Ill.

For the dollars you put in Bonds not only help win the war. They come Back to you later—and bring *more* dollars with them.

In this postwar world we're going to build, they'll be the most valuable dollars anybody ever owned.

Get all you can of them—*now!*

- - - BUY MORE THAN BEFORE!

THE UNDERSIGNED MEMBERS OF THE COIN MACHINE INDUSTRY:

PERMO, INCORPORATED
6415 Ravenswood Ave.
Chicago 26, Ill.

J. P. SEEBURG CORPORATION
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Chicago 22, Ill.

VICTOR VENDING CORPORATION
5711 W. Grand Ave.
Chicago 39, Ill.

"The Phonograph of Tomorrow"
ROCK-OLA MFG. CORP.
800 N. Kedzie Ave.
Chicago 51, Ill.

SOUNDIES DISTRIBUTING CORPORATION OF AMERICA
209 W. Jackson Blvd.
Chicago 6, Ill.

C. J. ANDERSON
35 E. Wacker Dr.
Chicago 1, Ill.

New Capehart Television

NEW YORK—The announcement on October 30 by Homer Capehart of a new television system based on the use of ordinary telephone lines was met with a "show me" attitude from members of the radio and television trade in New York. Television executives agreed that if the Capehart method lived up to its description, it would be terrific, but added, "we'll have to see it first."

Capehart stated his new method, called the video system, would have startling new features, most important of which are claimed high fidelity transmission on standard phone lines, and production of recordings with both sight and sound signals. This use would likely be adapted to coin-operated equipment while the high fidelity transmission on standard phone lines would permit television and music over systems similar to wired, or telephone, music now in profitable operation in almost every key city in the nation.

Engineers in New York claimed that phone wires have been used in laboratory experiments with moderate success over short distances, but added that if Raymond Binney, the Capehart engineer credited with the new system, has really eliminated the need for the coaxial cable, it is a major achievement. They also questioned high fidelity transmission, such as required by television, without a greater megacycle swing than that outlined by proponents of the new method.

Paper Favors Classicals

RICHMOND, Va.—Editorially speaking, the Richmond *Times-Dispatch* has taken note of the classical record program installed on the phonograph at the Fort Hamilton Service Men's Center in Brooklyn, and candidly hopes it has started what "may be a revolution in juke-box circles."

For the benefit of its less well-enlightened readers, the *Times-Dispatch* courteously defines a juke box: "a mechanical gadget, multicolored and looking something like a dipsomaniac's nightmare, that plays records. More often than not, it is loud and raucous."

Declaring that in Brooklyn sweet Bach or Brahms come out instead of hi-de-ho, and that this is appropriate in view of the jangled nerves of the men—for the area is an embarkation and debarkation point—which boogie and jive would only intensify, the editor commends Jack Schneider, director of the Center, for his insight, adding:

"Soldiers who have heard only vaguely about Beethoven or Mozart threaten to wear out the classical juke box in short order. Schneider noted that with the men at Fort Hamilton 'it was not a question of having the tradition of great music, but the feeling that great music could give them the peace they were seeking.'"

Then the editor—perhaps he was once bitten by a phonograph—got in his licks: "Some day—who knows?—the people who supply juke boxes with the shrieking, nerve tearing jingles which are played night and day may awaken to the fact that this contrivance can be more than an instrument of torture."

Cade Leaves Ass'n.

PHILADELPHIA—Jack Cade, business manager of the Music Machine Operators' Association of Eastern Pennsylvania and Southern New Jersey for the past two and a half years, has announced his resignation and intention to return to the distribution field. He has accepted a position as general manager of the Emby Distributing Co., Wurlitzer distributors for Maryland, Virginia, West Virginia and part of Pennsylvania.

Cade was tendered a farewell dinner by some 50 members of the Association on October 26th and presented with many gifts.

* * *

What is the future of "he drinks?"
He is drunk.

MGM To Record

HOLLYWOOD—Officials of Metro-Goldwyn-Mayer are resuming plans, shelved two years ago, to establish a recording company as a studio subsidiary, starting as soon as wartime restrictions are lifted from presses and other waxing equipment.

Project calls for the studio to finance the enterprise and hold 51 percent of the stock. Rumor has it that Tommy Dorsey and other band leaders interested in the operation will split the other 49 percent.

If the company can buy record presses currently in operation there is a likelihood that the record business may be started on a small scale in the next six months. Negotiations are reported in progress for the purchase of a small record pressing outfit currently freelancing near New York.

* * *

A blizzard is the inside of a fowl.

Extra Fine Switch
SERVICE KIT
$7.50
F.O.B. CHICAGO
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 36

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY
416A BROAD ST. NASHVILLE 3, TENN.

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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GEORGE DELACRUZ
BURR WINSLOW

11 Fruitful Years of Service to the Music Operators of Northern California

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

"One Moment, Please!"

. . . away from the 6th War Loan and swingin' for Victory, to wish Maestro operators everywhere and our many friends in the coin machine business a Merry Christmas and a happy, healthy and prosperous New Year!

Today's Best Buy...

. . . 6th War Loan Bonds, and then more bonds . . . until Victory!

Tomorrow's Best...

. . . the sensational postwar

Maestro

WIRED MUSIC PHONOGRAPHS
(*built by operators for operators*)

. . . the greatest and most versatile coin operated music equipment ever developed — and loaded with surprises for you — all set ready to go, waiting for the green light from Uncle Sam.

RODNEY PANTAGES, Inc.

HUM BROCKAMP
Vice President and General Sales Manager

RODNEY PANTAGES
President

6233 HOLLYWOOD BOULEVARD • HOLLYWOOD 28, CALIFORNIA

Today's Only BRAND NEW *Phonograph*

SINGING TOWERS

A DAZZLING BLEND OF COLORS CHANGING AUTOMATICALLY WITH EACH SELECTION . . . OR CONTROL COLORS TO SUIT YOURSELF!

Here is the latest model Singing Tower Phonograph. NEW, in original packing ready for shipment. Has all the latest features including a powerful amplifier equipped to handle three additional speakers. Ear level music reproduction, unexcelled in the phonograph industry.

Offered for coin operation (can be made automatic push button by removing one spring.) Operates with nickel, dime, and quarter using latest type slug rejector. Beautiful three color magic light control, and many other features found only in the highest priced phonographs.

These new Singing Towers are offered to those who want the finest in phonograph reproduction.

HEIGHT 70" WIDTH 36" DEPTH 25"
SHIPPING WEIGHT 400 LBS.

When You Add Up the Features - - - the Answer is "SINGING TOWERS"

Exclusive Turning Mechanism — Plays both sides of record, cutting record cost in half!

A Tremendous Feature Today!

Non-Robbing Selector!

New Type Amplifier—True "Ear-Line" projection!

Magical Multi-Color Change!

Beautiful Streamlined Models!

Tops All in Size—70" high!

Magnifying Title Holders!

Write or Wire for Further Particulars

MODEL 201 **$598.00** F.O.B. FACTORY

COMPLETE LINE OF PHONOGRAPHS, ONE BALLS, SLOTS CONSOLES and ARCADE EQUIPMENT (PERISCOPE and SELECTORSCOPE)

Wire — Cable — Tubes — Parts and Accessories

NEW CRYSTAL PICK-UPS FOR ROCK-OLA TONE ARMS

MECHANIC'S TOOL BOX

Sturdy, reinforced steel construction, piano-hinge top, removable tray, roomy compartments. JUST WHAT YOU WANT! And STANDARD SERVICE CONTACT KIT

SPECIAL **$14.50** COMPLETE

Your Purchase Of Bonds Will Hasten His Return!

BUY A BOND A DAY DURING THE SIXTH WAR LOAN DRIVE

This Message is a patriotic contribution toward the success of the Sixth War Loan Drive by the California Amusement Company.

CALIFORNIA AMUSEMENT COMPANY

JOBBERS AND DISTRIBUTORS

M. S. (BILL) WOLF, *Owner*

1305 Kettner Boulevard SAN DIEGO 1, CALIFORNIA
MAin 3068

1348 Venice Boulevard LOS ANGELES 6, CALIFORNIA
PRospect 4131

Information FREE!

Write **MILLS NOVELTY COMPANY** *4100 Fullerton Avenue Chicago, Illinois, for latest Coin Machine Information*

Records Going Big

LOS ANGELES—The Jack Gutshall Distributing Co. is now shipping records to operators in every state in the union and has a long list of customers with standing orders for stated numbers of each new release the firm issues.

"In the local field, I dare say we are selling 90 per cent of the music operators," said Jack. "We've tailored our releases for the automatic phonograph boys and they have confidence that any number we undertake to release will ring the profit bell on the turntables. Right now we're excited about our release of 'I Wonder.' It's headed for the top and as recorded by Exclusive, makes a profit-winner for any location."

Platter Factory Starts

NEW YORK—Nat Abramson's new record factory started pressing 200,000 V-discs for the government on November 17th on 6 machines. 48 presses will eventually be in operation in Long Island City and when the government order is completed the full facilities of the plant will be devoted to pressing radio station WOR's "Feature" records, which will likely be early next year. "Feature" meanwhile is pressing at the Clark plant in Newark. Newest releases are four sides by Vincent Lopez using tunes from "Bloomer Girl" and "Song of Norway."

Availability of a plant, it is claimed, will mark an expansion in WOR's record activities. Station doesn't sign its leaders to contracts, hiring them only for individual dates and paying, reportedly, scale to the sidemen and $500, plus royalties, to the leaders.

Granted Charter

NEW YORK—Arts Recording Co., Inc., has been granted a charter to conduct a business in records, discs and sound recordings, with offices in New York. Capital stock is $10,000, $10 par value. Directors, each owning one share, are H. Henry Ramm, Charles N. Lowrie, Jr., and Paul P. Eagleton, all of New York.

AFM Trails Hijackers

LOS ANGELES—The American Federation of Musicians has launched an investigation of hijacking of band music from radio shows. Discs pressed from radio performances are being bootlegged at upped prices to private buyers and unscrupulous automatic phonograph operators, it is claimed.

Racket was brought to light when Spike Jones complained that a dubbed version of his broadcast, "Cocktails for Two" was being played on automatic phonographs. AFM is checking all recording and dubbing outfits to scotch the gimmick at its source.

Another abuse being smoked out is the sale of genuine recordings of top flight bands at premium prices by unauthorized salesmen. Pressings also are being made from originals and bootlegged in sections of the country where shortages occur and peddlers are less liable to detection.

* * *

Bonds Bomb Bums

OPERATOR'S FRIEND
OIL
THAT REALLY LUBRICATES
Can't gum. Especially for Coin machines. A few drops will save many service calls.
1 OZ. BOTTLE 65c
SEE
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 37

LET US MODERNIZE YOUR OLD WURLITZERS

THEY'LL QUICKLY PAY THE CONVERSION COST

Bring in your old Wurlitzer Models 24, 500, 600, 700 and 800. We'll transform them into brilliant new Modernized Wurlitzers with looks and tone that will get and hold any location. Quickly they'll earn the cost of conversion—and from then on—it's gravy for you. The supply is limited. Do it TODAY!

WOLF SALES COMPANY

Exclusive WURLITZER *Distributors*

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO
1932-4 Broadway Denver 2, Colorado

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Homer E. Capehart Elected to the United States Senate

Homer E. Capehart, one of the best known and respected individuals in the Coin Machine Industry, has been elected to the United States Senate from his home state of Indiana. Homer spiraled to prominence in the Republican party when he staged the cornfield get-together on his farm in Washington, Indiana, and later when he handled the arrangements for the Willkie Notification Ceremonies at Elwood, Indiana.

The Industry is proud to have Homer elected to this high office and his presence in the law-making body of our Federal Government serves to imbue in all of us more confidence in the future progress of our great industry.

Packard Manufacturing Corp. will continue just as Homer had planned, for his presence in Washington will be necessary only for established sessions and the balance of his time will be devoted to the affairs of Packard. Homer has some outstanding equipment ready for operators at the conclusion of the war and capable, seasoned executives at Packard will carry out Homer's program during any period he may be away in Washington.

Just how was this favorite son of the Industry elected to this high office? With a particular degree of pride we reproduce herewith the speech Homer made on January 14th in Washington, Indiana, when he told his friends and neighbors his principal reasons for aspiring to this high office.

* * * *

This is a very happy occasion for me—I appreciate your presence here tonight, and I especially appreciate the many nice things Mr. Hastings has said about me.

I wish tonight in your presence, my friends and neighbors, to announce that my name will be presented to the next Republican State Convention as a candidate for the U. S. Senate, and to give my principal reasons for aspiring to this high office.

I have faith in the future of America—the same kind of faith I felt when I returned home after World War I. If the men of labor, of business, and of the farm will join hands in peace, as they surely have in war, prosperity in this nation will be unlimited.

I sincerely believe that if I am elected a member of the United States Senate, I can be helpful to you and all other Americans as a result of my general knowledge of the entire United States, foreign trade, and my experience in giving employment in private industry to hundreds of people over the past twenty years—likewise, my experience in finance, salesmanship, farming, and as an ex-soldier.

I have been creating jobs with my own money and credit for the past twenty years—and that is the one big satisfaction I get out of business.

To my mind, there is nothing better than a job in private enterprise, at a good wage, with the opportunity which goes with it for bigger and greater things on the part of every worker.

Homer E. Capehart

That we must win this war need hardly be stated, as the heart and mind of any free man rebels against any other consideration, and it is my firm belief and hope that when the next Congress convenes in 1945, this gruesome war will be over—at least, the European phase of it.

When it is over, we will be faced with many problems in this country, but the main one—and the one we must solve if we are to remain a free Republic—is employment in private industry at good wages for all of our people, including our sons and daughters who will be returning from the Armed Forces.

No one can deny that fact—it is on the minds of millions of Americans, and I would like to help solve that problem. I think it can and will be solved, provided we elect a President and a Congress who know how jobs are created in private enterprise, and who believe in our system of individual opportunity and private enterprise, and who have a genuine desire to create a prosperity built on a sound foundation, and not one built on idealism, regimentation, and all the evils which accompany a bureaucratic form of Government.

We will require jobs for over fifty million people when the war is over. At the peak of our pre-war employment, we employed some forty million—which means we must find jobs for an additional ten to fifteen million if all of our people are to be gainfully employed.

How are we going to do this? It is certain that we cannot do it unless we encourage business and repeal or amend every existing law that discourages and interferes with business. We must also make certain that no new laws, affecting business, are enacted unless they offer an opportunity for a job to some man or women at a fair wage in private industry.

I am sure that you and all other true Americans prefer this to the W. P. A. or boondoggling type of employment.

There is only one way to accomplish this, and that is through American business, and there are only two ways in which we can increase business and give employment to over fifty million people and that is to sell more to our own people and sell more to foreign countries — and neither our own people nor the people of foreign countries can buy more unless they are working for good wages.

Therefore, the answer to this problem is employment — jobs make prosperity, but

(See CAPEHART ELECTED, Page 41)

KEY RINGS
NICKEL NUDGERS
(Convenient Change Device)
LIGHT BULBS FOR GAMES (ALL SIZES)
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 41

To All Our Friends and Customers:

Merry Christmas ★ ★ ★ ★ ★

★ ★ ★ ★ ★ Happy New Year

In Sincere and Friendly Appreciation
of Your Co-operation and Good-Will

H. R. Maser Music Company

1337 Mission Street San Francisco 3, Calif.

Telephone: KL. 2-0828

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Here It Is: A Brand New
Featuring the Finest Tale
AMERICAN REC

ARA records are made in Hollywood by an organization completely familiar with the musical requirements of automatic phonograph operators today. All records are made in our own modern plant of the finest materials available. Our initial release features positive "nickel-getters" by

★ **PHIL HARRIS** ★ **FRANCES LANGFORD**

★ **BOB CROSBY**

★ **SKINNY ENNIS** ★ **HOAGY CARMICHAEL**

★ **JOE REICHMAN**

★ **STUART HAMBLEN** ★ **THE TOWN CRIERS**

★ **WINGY MANONE**

★ **BOB JOHNSTON** ★ **ROSA LINDA**

Get on the Gravy Train NOW!
Rush Your Order Off TODAY!

American Recording Artists

686 North Robertson Boulevard **Hollywood 46, California**

Phone: BRadshaw 2-4388

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Phonograph Record
nt In the Recording Field
ORDING ARTISTS

★

GET STARTED WITH THESE PROVEN WINNERS TODAY!

●

Clip and Mail This Convenient Order Blank

●

YOUR RECORDS GO FORWARD DAY ORDER IS RECEIVED

●

ORDER

To: AMERICAN RECORDING ARTISTS

686 North Robertson Boulevard

HOLLYWOOD 46, CALIFORNIA

BRadshaw 2-4388

Please ship the following Records:

Quantity	Title	No.	Artist	Type
.....	My Xmas Song for You The Whale Song	3001	Hoagy Carmichael	Xmas Novelty
.....	Nobody Home on the Range Drip Drop	102	Joe Reichman	Hill Billy Jive
.....	Come With Me My Honey Java Junction	103	Bob Crosby	Fox Trot Jive
.....	Dance With a Dolly Million Dollar Baby	105	Town Criers	Novelty Vocal
.....	They're Gonna Kill Ya Whistling My Love Song to You	4001	Stuart Hamblem	Hill Billy Hill Billy
.....	That's What I Like About the South Brazen Little Raisin	104	Phil Harris	Jive Rhythm Novelty
.....	The Gal Who's Got My Heart I'm Making Believe	107	Skinny Ennis	Fox Trot Fox Trot
.....	Please Don't Play Number Six Tonight Pretty Soon	111	Frances Langford	Novelty Fox Trot
.....	Together Here's a Kiss for Texas	112	Bob Johnston	Ballad Ballad
.....	What the Sergeant Said Rehearsin'	101	Joe Reichman	Novelty Ballad

Total Records..... @ 45c each..... $.....

Add Federal Excise Tax 10% .....

Sales Tax in Calif. 2½% .....

Total $.....

To:

Name.....

Address.....

City..... State.....

Records shipped express unless otherwise specified

☐ Amount enclosed

☐ C.O.D.

List Price 75c

REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

NOVEMBER, 1944

On Phonographs—

1. You Always Hurt the One You Love
   Mills Brothers—Decca
   Three Suns—Hit
2. I'll Walk Alone
   Dinah Shore—Victor
   Martha Tilton—Capitol
3. There'll Be a Hot Time In the Town of Berlin
   Crosby, Andrews Sisters—Decca
4. Dance With a Dolly
   Evelyn Knight—Decca
   Louis Prima—Hit
5. Is You Is Or Is You Ain't?
   Crosby, Andrews Sisters—Decca
   Louis Jordan—Decca
6. Smoke On the Water
   Red Foley—Decca
7. Trolley Song
   Pied Pipers—Capitol
   King Sisters—Bluebird
8. Too-Ra-Loo-Ra-Loo-Ral
   Bing Crosby—Decca
9. Together
   Haymes, Forrest—Decca
   Bob Chester—Hit
10. Her Tears Flowed Like Wine
    Stan Kenton—Capitol

On Radio—

1. Always
2. A Kiss To Remember
3. An Hour Never Passes
4. Don't Fence Me In
5. Dance With a Dolly
6. You Always Hurt the One You Love
7. Don't You Know I Care?
8. I'll Walk Alone
9. How Many Hearts Have You Broken?
10. Trolley Song

Best Selling Sheet Music—

1. Together (Crawford)
2. I'll Walk Alone (Morris)
3. Dance With a Dolly (Shapiro-Bernstein)
4. Always (Berlin)
5. You Always Hurt the One You Love (Sun)
6. I'll Be Seeing You (Williamson)
7. How Many Hearts Have You Broken? (Advanced)
8. I'm Making Believe (Bregman-Vocco-Conn)
9. Swinging On a Star (Burke-Van Heusen)
10. The Trolley Song (Feist)

Best Selling Records—

1. You Always Hurt the One You Love (Mills Brothers) Decca 18599
2. I'll Walk Alone (Dinah Shore) Victor 20-1586
3. Is You Is Or Is You Ain't? (Crosby, Andrews Sisters) Decca 23350
4. Trolley Song (Pied Pipers) Capitol 168
5. And Her Tears Flowed Like Wine (Stan Kenton) Capitol 166
6. Dance With a Dolly (Russ Morgan) Decca 18625
7. I'll Walk Alone (Mary Martin) Decca 23340
8. Together (Haymes, Forrest) Decca 23349
9. His Rocking Horse Ran Away (Betty Hutton) Capitol 155
10. Swinging On a Star (Bing Crosby) Decca 18597

On Wired Music—

1. There'll Be a Hot Time In the Town of Berlin
2. You Always Hurt the One You Love
3. Dance With a Dolly
4. I'll Walk Alone
5. Her Tears Flowed Like Wine
6. Is You Is Or Is You Ain't?
7. Trolley Song
8. Together
9. Always
10. Smoke On the Water

Western Hit Parade—

Songs most requested by radio listeners to the only Western Hit Parade on radio:

1. Smoke On the Water (Red Foley)
2. Soldier's Last Letter (Ernest Tubbs)
3. No Letter Today (Ted Daffin)
4. If It's Wrong To Love You (Charlie Mitchell)
5. Born To Lose (Ted Daffin)
6. Too Late To Worry, Too Blue to Cry (Al Dexter)
7. At the Rainbow's End (Sons of the Pioneers)
8. There's a New Moon Over My Shoulder (Tex Ritter)
9. When My Blue Moon Turns To Gold Again (Wylie Walker and Jean Sullivan)
10. Wabash Cannon Ball (Roy Acuff)

Lucky Strike Hit Parade—

1. Dance With a Dolly
2. I'll Walk Alone
3. Trolley Song
4. Always
5. Together
6. How Many Hearts Have You Broken?
7. It Had To Be You
8. Strange Music
9. I'm Making Believe

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

1. Jeep Rhythm (Jimmie Lunceford) Decca
2. I Wonder (Cecil Gant) Gilt Edge
3. Into Each Life Some Rain Must Come (Ink Spots) Decca
4. Gee Baby, Ain't I Good To You (King Cole) Capitol
5. I Realize (King Cole) Capitol
6. 'Til Then (Mills Brothers) Decca
7. Out of Nowhere (Teddy Wilson-Lena Horne) Victor
8. I'm Lost (King Cole) Excelsior
9. I'll Get By (Harry James) Columbia
10. It's Glory (Duke Ellington) Victor
11. Begin the Beguine (Eddie Hayward) Commodore
12. Hamp's Boogie (Lionel Hampton) Decca

CHARLES E. WASHBURN COMPANY

WE BUY SCRAP — **6c PER POUND, DELIVERED**

Imported Mexican Records

UNEQUALLED WEARING QUALITY
NEW RELEASES AND STANDARD NUMBERS
RANCHERAS, BOLEROS, BEGUINES, Etc.

NOW GOING BIG
RECORD # 2000
SOLDADO RASO—Pedro Infante—Con Mariachi
EL DURAZNO—Pedro Infante—Con Mariachi

Peerless DISCOS
1511 West Pico Boulevard
LOS ANGELES 15, CALIFORNIA
FE 1171 *EX 3404*

RODEO RECORDS

NOW SHIPPING

2001 WE'LL HAVE A RODEO IN TOKYO, AND A ROUND-UP IN OLD BERLIN
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2001 IT'S TOO LATE TO SAY YOU'RE SORRY NOW
By Walt Shrum and his Colorado Hillbillies
2002 TIE A SADDLE STRING AROUND YOUR TROUBLES
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2002 DRY YOUR EYES
By Walt Shrum and his Colorado Hillbillies
2003 DON'T SWEETHEART ME
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2003 THERE'S A TEAR IN YOUR EYE
By Walt Shrum and his Colorado Hillbillies
2004 I LOST YOU
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
2004 I'LL BE AROUND SOMEWHERE
By Walt Shrum and his Colorado Hillbillies

EXCELLENT NUMBERS BY OZIE WATERS
Rodeo's Singing Star
Coming Soon—4 New Releases by RAY WADE and his Rhythm Riders

Rodeo RECORDS
(The Best in Hillbilly and Western Music)
1511 West Pico Boulevard
LOS ANGELES 15, CALIFORNIA
FE 1171 *EX 3404*

Ship in Your Scrap. We Will Deduct Freight Charges and Pay You the Balance
6c PER POUND FOR SCRAP

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

CAPEHART ELECTED

(Continued from Page 37)

prosperity does not necessarily make jobs.

Also, there can be no prosperity for the farmer unless there is purchasing power in the pockets of all wage earners and unless greater foreign markets are created. We must work out a better method of distribution which will insure the farmer a larger percentage of the ultimate farm dollar.

I would like to make sure that everyone of our soldiers will have the assurance of a job in private enterprise when he returns —and I know that is exactly what each and every one of them desires most.

To offer them anything less would be unthinkable.

Another thought that is in the hearts and minds of every American is the desire to make certain that there will be no more wars. Little did I think when I enlisted in World War I, that twenty-five years later one of my own sons, Tom, now in England, would be called upon to help do the same job we started then.

What assurance have we today that another war will not have to be fought in the future?

It will—unless the terms of the Peace Treaty are such that they make it absolutely impossible for the Axis Nations—Germany and Japan—to ever again take up arms.

We should definitely insist that our leaders see to it that the men responsible for this terrible war are punished to the fullest extent.

I would like to summarize the eight major problems which must be solved:

1. We must win this war and bring our boys back home as quickly as possible.
2. When this war is won, we must encourage all business, both little and big—so that all of our people can have a job in private enterprise at good wages.
3. We must work out a fair, equitable, free-of-political-influence policy for taking care of our disabled soldiers.
4. We must find a more equitable solution for taking care of our aged.
5. The price of farm products must be maintained at a high level. In setting the standard of returns, the element of risk should be taken into consideration so that the farmer in good years will receive enough to carry him through years made bad by nature or economic factors. We must create greater markets for farm products, both in our own country and in foreign countries; and our Government should take the lead and encourage a greater use of farm products in industry.
6. The enforcement of the Peace Treaty must be insured.
7. We must sound the death knell of bureaucracy and regimentation.
8. Establish a sound financial policy—reduce our national debt and maintain our national honor.

These things can be done—and they MUST be done, but they will only be done by those who love our country and esteem its system of Government above all others.

They will never be accomplished by Socialists, near-Socialists, Economic Theorists and Dreamers.

If Democracy be so precious that men would willingly die to keep it, then certainly it is worthy of the everlasting vigilance of those who are privileged to live under its blessings.

Democracy and regimentation are not friends. One is the product of tolerance; the other the pathway to slavery. One was born on Lexington Commons; the other a cargo shipped from Europe. One the spirit of Lincoln; the other the symbol of the New Deal.

I oppose the philosophy that a man can sell freedom to the world and continue to regiment his own people. No man or small group of men can—by the stroke of a pen —insure the liberties of men. Freedom is bought with blood and can be maintained only by its being instilled in the hearts and souls of humanity.

A Government is only as strong as the people who support it. A Government can remain free and independent only if the people it governs are free and independent. God grant that the next Congress will have the courage to abolish every federal bureau and agency in this country which was created without the consent of Congress. We are all tired of being governed by a group of men that were never elected by the people and who are not responsible to them.

(See CAPEHART ELECTED, Page 42)

JUST OUT!

SERIES 13

The Burlesque Girls in Their Famous Dances

It's a Whiz!

Send for Literature

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 42

HOLD YOUR LOCATIONS WITH WASHBURN SPECIALS

CONSOLES

Late Head Four Bells	850.00
Old Head Four Bells	595.00
Mills Three Bells	995.00
Jumbo Parades P.O.	129.50
1941 Lucky Lucre 3-5c, 2-25c	425.00
Lucky Lucres	225.00
1941 Bangtails	425.00
25c Bally Roll 'Em	179.50
Evans Roletto Sr.	350.00
Triple Entry	149.50
Royal Flush	85.00
Royal Draw	125.00
Paces Reels	149.50
Saratogas	139.50
5c Saratoga conv.	175.00
5-25c Super Bell P.O.	525.00
Late Model Buckley Track Odds	675.00
Bakers Pacers	299.50

ONE BALL FREE PLAY

Longacres	575.00
Thorobreds	575.00
Derby 41	325.00
Derby Winners	150.00
Club Trophys	325.00
Track Record	150.00
Whirlaway New	450.00
Track Record conv.	175.00

SLOT MACHINES

Write for prices

5-10-25-50c Original Chromes
5-10-25-50c Original Blue Fronts
5-10-25c War Eagles
5-10-25c Roman Heads
5-10-25c Extraordinarys
5-10-25c Jennings Chiefs
5-10-25c Futurities
5-25c Cherry Bells
5c Brown Fronts
5c Glitter Gold Q.T.s
Slot Stands $7.50 ea.
All slot machines overhauled and refinished

ARCADE

Rapid Fire	195.00
Keeney Submarine	195.00
Chicken Sams conv.	169.50
Anti Aircrafts	79.50
Radio Rifles	89.50
Mills Punching Bag	89.50

HAND OPERATED AND ELECTRIC COIN COUNTERS. COUNTS PENNIES, NICKELS, DIMES, QUARTERS AND HALVES. WRITE FOR PRICES

200 FREE PLAY FIVE BALL MARBLE GAMES RECONDITIONED AND OVERHAULED. LOW PRICES.

CHAS. E. WASHBURN COMPANY

1511-1513 West Pico Blvd. (EX 3404) Los Angeles 15, California

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

4★ 30-0830 Erskine Hawkins
KING PORTER STOMP (FT)
LUCKY SEVEN (FT)

CAPITOL

3★ 171 Jo Stafford
TUMBLING TUMBLEWEEDS (V FT)
I DIDN'T KNOW ABOUT YOU (V FT)

4★ 172 Freddie Slack
SMALL BATCH O' NOD (FT)
CUBAN SUGAR MILL (FT)

3★ 173 Jerry Colonna
CAN'T YOU HEAR ME CALLIN', CAROLINE (V FT)
I HATE MUSIC (V FT)

4★ 174 Tex Ritter
I'M WASTIN' MY TEARS ON YOU (V HB)
THERE'S A NEW MOON OVER MY SHOULDER (V HB)

DECCA

3★ 18626 Guy Lombardo
THE VERY THOUGHT OF YOU (FT VC)
MEET ME IN ST. LOUIS, LOUIS (FT VC)

3★ 23359 Kitty Carlisle
THE VERY THOUGHT OF YOU (V FT)
SWEET DREAMS, SWEETHEART (V FT)

4★ 18625 Russ Morgan
DANCE WITH A DOLLY (FT VC)
THERE GOES THAT SONG AGAIN (FT VC)

4★ 23356 Ink Spots and Ella Fitzgerald
I'M MAKING BELIEVE (FT VC)
INTO EACH LIFE SOME RAIN MUST FALL (FT VC)

3★ 4448 Phil Hanna
IT'S A CRYING SHAME (V FT)
FORGET-ME-NOTS IN YOUR EYES (V FT)

HIT

3★ 7110 Art Kassel
I DREAM OF YOU (FT VC)
MAGIC IN THE MOONLIGHT (FT VC)

4★ 7111 Art Kassel
HERE'S A KISS FOR TEXAS (FT VC)
COME WITH ME, MY HONEY (FT VC)

4★ 7112 Ray Sinatra Ork.
WHISPERING (FT VC)
LET ME LOVE YOU TONIGHT (FT VC)

4★ 7113 Ray Sinatra Ork.
YOU NEVER SAY YES (FT VC)
DON'T BLAME ME (FT VC)

VICTOR

4★ 20-1597 Dorsey-Sinatra
WHISPERING (FT VC)
TWO IN LOVE (FT VC)

3★ 20-1598 Duke Ellington
I DON'T MIND YOU (FT VC)
WHAT AM I HERE FOR? (FT)

3★ 20-1599 Hal McIntyre
IT MIGHT HAVE BEEN (FT VC)
DAISY MAY (FT)

4★ 20-1600 Glenn Miller
WHEN JOHNNY COMES MARCHING HOME (FT VC)
HELPLESS (FT VC)

VICTOR ALBUM P-134 "BUNNY BERIGAN MEMORIAL ALBUM"

4★ 20-1500
I CAN'T GET STARTED (FT VC)
FRANKIE AND JOHNNIE (FT)

4★ 20-1501
TREES (FT)
RUSSIAN LULLABY (FT)

3★ 20-1502
JELLY-ROLL BLUES (Blues FT)
BLACK BOTTOM (FT)

4★ 20-1503
'DEED I DO (FT VC)
HIGH SOCIETY (FT)

CAPEHART ELECTED

(Continued from Page 41)

The destiny of America lies in the solving of these problems—and I believe by doing so, we will be able to help lead the world out of a period of chaos and confusion, by setting an example for the world to follow, by proving that our Representative form of Government gives people more liberty, more individual opportunity and more prosperity than any known form of Government in the history of the world.

It can—it must—it will be done if we set our hearts and minds to the task.

I would like to help accomplish these things as a member of the U. S. Senate, because there—and in the House of Representatives—AND ONLY THERE, can be made the beginning of a complete liquidation of the many evils of the New Deal, and a return to the true path of Liberty and Representation of the people by the people.

In the words of the immortal Lincoln, at the close of his second inaugural address, may I quote:

"With malice toward none, with charity for all, with firmness in the right as God gives us to see the right, let us finish the work we are in, to bind up the nation's wounds, to care for him who shall have borne the battle, and for his widow and his orphans, to do all which may achieve and cherish a just and a lasting peace among ourselves and with all nations."

Happel To East

LOS ANGELES—William Happel, head of Badger Sales Co., left here on November 12th for a two week business trip to the middle West. Happel spent some time at his Milwaukee branch, the Badger Novelty Co., and transacted business with manufacturers and distributors in Chicago before returning to the Coast.

* * *

The favorite instrument of the Ancient Arabians was known as the eunuch.

* * *

Land where our Fathers died,
Land where the Pilgrims pried.

A NEW COIN PHONOGRAPH NEEDLE
TO MEET TODAY'S CONDITIONS
PERMO POINT ROUND
PERMO POINT ROUND relieves those needle headaches. Ask your Columbia, Decca or RCA distributor about this great new needle. It costs no more. Gives trouble-free service.
Permo Point Eliptical needles will continue to be available through regular distributors.
PERMO, Inc.
6415 Ravenswood Ave.
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Immediate Delivery
ABT COIN CHUTES
Mills Vest Pocket F.P., etc.
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 46

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

A Reflection of Progress

SITTING back waiting for the war to end? Not those boys at Maestro out Pacific Coast way. The accompanying photographs are just one example of the many new innovations being developed and perfected by Rodney Pantages, Inc., manufacturers of Maestro wired music. Not content with sitting idle when the war banned materials for coin devices, Pantages branched out as a Maestro operator in metropolitan Los Angeles and not only has he been extremely successful in this line but has used this media as an agency for many excellent developments that are to be incorporated in the post-war manufacture of Maestro equipment.

The mirror installations shown here are not only unique in design that adds beauty and originality to the finest cocktail bar, but also contain some advanced features that show an abundance of thought and excellent engineering. The lettering is engraved in the mirror and when properly back-lighted causes it to glow in pastel colors. Well engineered bracing of both mirror and coin assembly has reduced the danger of breakage to a minimum and experience has proven that the maintenance of the equipment is considerably less than the orthodox cabinet. Without exception, every mirror installation made thus far has not only increased the gross receipts by a wide margin, but has also made the locations more secure to the operator.

Symbolic of the functional installations made by Maestro Music are the three shown above. Left is in the Everglades Room of the Barker Hotel and the two on the right are in Pig 'n' Whistle spots. Photos show the adaptability of the equipment under any space limitations, or when plenty of space is available.

The talking mirror is just one of a great number of new features being developed at Maestro for future manufacture, many of which are not only unusual but are also a radical departure from current wired-music equipment.

H. A. "Hum" Brockamp, the genial Vice-President and Salesmanager of Rodney Pantages, Inc., in an interview recently, said: "The vast amount of experience that we have gained during the past few years as coin-operators has proven of tremendous advantage in our post-war planning of Maestro equipment. The developments and innovations emanating from our experimental laboratory were made possible to a great extent by the careful study we have made of our present operating equipment and the fact that we can give our new ideas a test-hop under practical conditions. Under the personal guidance of Rodney Pantages, we have not only greatly improved the quality of Maestro, but have also been able to add many new features that were far beyond our greatest hopes in the recent past. It is our definite intention to remain in the field as operators in our local area so that we can be in constant

(See PROGRESS, Page 46)

WANTED! From One To a Hundred of Each of the Following Games at the Prices Listed Alongside of Each One of These Games!

FLICKERS	$ 40.00	ZOMBIES	$ 45.00
SKY BLAZER	40.00	DUPLEX	40.00
LEADERS	45.00	SUN BEAM	50.00
DOUBLE PLAY	50.00	WEST WINDS	50.00
DO-RE-MI	50.00	STARS	50.00
DIXIE	20.00	STRATOLINER	20.00
ALL AMERICAN	20.00	SPORT PARADE	20.00
5c SUPER BELL CONV.	210.00	SPORT SPECIAL	100.00
RECORD TIME	100.00	DARK HORSE	100.00
BLUE GRASS	110.00	CLUB TROPHY	225.00
LONG ACRE	425.00	THOROBREDS	425.00
BALLY CLUB BELL	160.00	GOTTLIEB LIBERTY	110.00
JOCKEY CLUBS	375.00	KENTUCKY	260.00
LONG SHOTS	240.00	SPORT KING	225.00

Send Us Your List of All Other Equipment You Have For Sale Incl. Slots & Music

EMPIRE COIN MACHINE EXCHANGE

2812 W. North Ave. (All Phones: HUMboldt 6288) Chicago 47, Ill.

Admiral Ernest J. King:

"The dollars of every patriotic American must continue to build invasion ships to transport our men and materials in increasing numbers to the many active fronts. In 1944, more than ever before, the money we invest in War Bonds is of supreme importance."

The First 3 years have

It's easy to give everything you've got when you're scared to death and fighting for your life.

It's hardest to bear down when things look "in the bag."

As the war looks today, for instance.

Overconfidence may not lose us this war. But if it makes us ease up, it can prolong it.

Even if only one extra day is added to the war—*just one*—thousands of American boys may die for it. Perhaps, God forbid, a friend of yours, or son, or brother, or sweetheart, or husband.

BUY A BOND A DAY

THIS SPACE IS A CONTRIBUTION TO THE SUCCESS OF THE SIXTH WAR

BADGER SALES COMPANY
All Types of Coin-Operated Devices
1612 W. Pico Blvd., Los Angeles 15, Calif.

CALIFORNIA AMUSEMENT COMPANY
1348 Venice Blvd., Los Angeles 6, Calif.
1305 Kettner Blvd., San Diego 1, Calif.

CLARK DISTRIBUTING COMPANY
Exclusive Wurlitzer Distributors
San Francisco Los Angeles Seattle

COIN MACHINE SERVICE
(R. E. Reeder)
1070 Thompson Ave., Glendale 1, Calif.
Tele: Citrus 3-3721

General George C. Marshall:

"The American people must give not only their full personal effort but the full use of their dollars invested in War Bonds to back these attacks. There is no alternative. Total victory is in sight, but it can only be won by concentrating every resource of America to the task."

been the easiest!!

So don't slow down now. Don't coast. Buy Bonds with that extra cash —all the Bonds you can.

After all, buying Bonds is not only a patriotic but a very wise thing to do. The dollars you put in Bonds now will come back to you—bringing *more* dollars with them. Dollars that can mean happiness, security, comfort—just when you'll want those things most.

Buy War Bonds for your country. Buy them for yourself. They're the world's safest investment.

DURING THE 6th WAR LOAN DRIVE

LOAN DRIVE BY THE FOLLOWING PATRIOTIC FIRMS IN OUR INDUSTRY:

D E C C A
Distributing Corporation
Los Angeles San Francisco Seattle
Honolulu

GLOBE ELECTRONICS
Coin Machine Repairing and Maintenance Specialists
1221 Venice Blvd., Los Angeles 6, Calif.

H. R. GRAHAM
Slot Machine Specialist. Repair Work Conscientiously Done.
212 E. Palmer Ave., Glendale 5, Calif.

JACK GUTSHALL DISTRIBUTING CO.
Exclusive Distributors for Packard Pla-Mor Products
1870 W. Washington Blvd., Los Angeles 7, Calif.

PROGRESS

(Continued from Page 43)

touch with our equipment under working conditions. Experience has proven to us that the only definite way of learning the operator's problems is for the manufacturer to be an operator himself and we are going all-out to manufacture the finest wire-transmitted music system in the world."

Pantages and Brockamp are to be congratulated upon their vision and the fact that they not only have great plans for the future, but are doing something about it now. Some of the items that they have developed thus far are in themselves really amazing and the coin machine business will welcome Rodney Pantages, Inc., back into the field with open arms and a glad heart when Hitler and Tojo and the rest of their ilk have gone down the return chute.

Brito Plugs Hit

NEW YORK—Walter Winchell told a story in the November 9th Daily Mirror of a youthful songsmith who left a song with a Broadway music publisher and then shipped out on an army transport that has not touched a U. S. port since. "He doesn't know, therefore," wrote Winchell, "that a short time ago Phil Brito, the singer, came across his song and made a recording of it for Musicraft. Now the report from song-sheet dealers and automatic phono operators all over the country indicate that it will be a song leader before New Year's.

"The publisher cannot keep up with the orders. In the meantime, the soldier-songwriter is somewhere at sea, dreaming those wistful, wishful dreams that all ditty authors dream, wondering how he will get started again when the war is over. His name is Henry Prichard. The song, 'I Don't Want To Love You.'"

Laymon Features Strips

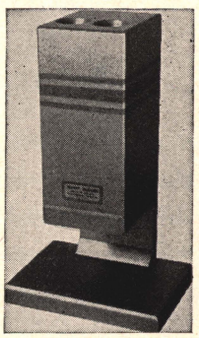
LOS ANGELES—Paul A. Laymon is featuring Columbia perforated Program Strip Sheets and is enjoying a nice business in his exclusive territory embracing the states west of the Rockies.

The strips come 20 to a sheet, printed on 2 sides with a maroon strip dividing. Perforation is made by a special device which holds tight while typing but tears easily with a snap of the fingers.

Another lusty member of the Laymon stables this month is Zingo, Harry Williams' first upright pin game. Machine embraces all the features of a regular pin game with the added appeal of new shape and skill features.

A sirloin is the only article of clothing worn by Gandhi.

SLOT & VEST POCKET
REPAIRING and REFINISHING
All work guaranteed
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 48

NICKLE NUDGERS
The Operator's Ideal
Christmas Gift
to Locations!
These changemakers dispense accurately in multiples of five nickels, making change rapidly available for play on games, music machines, etc. A Christmas gift acceptable to your locations that will aid you in increasing coin machine play. List price $15.00. Operators price $9.85. Write Budge Wright.

WESTERN DISTRIBUTORS
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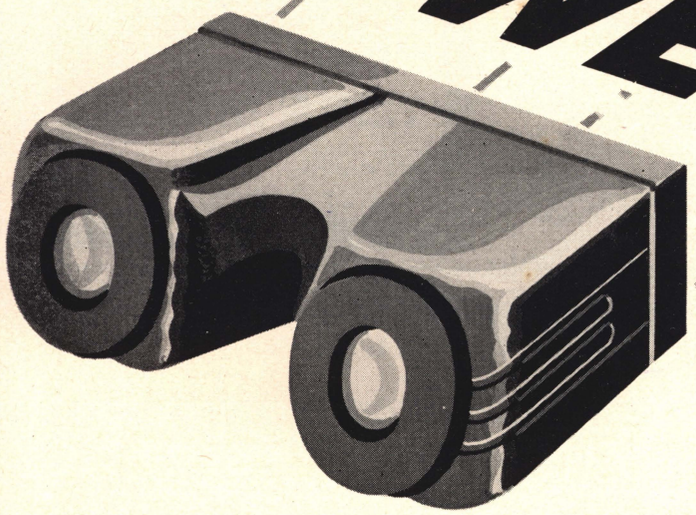
Portland 5, Oregon

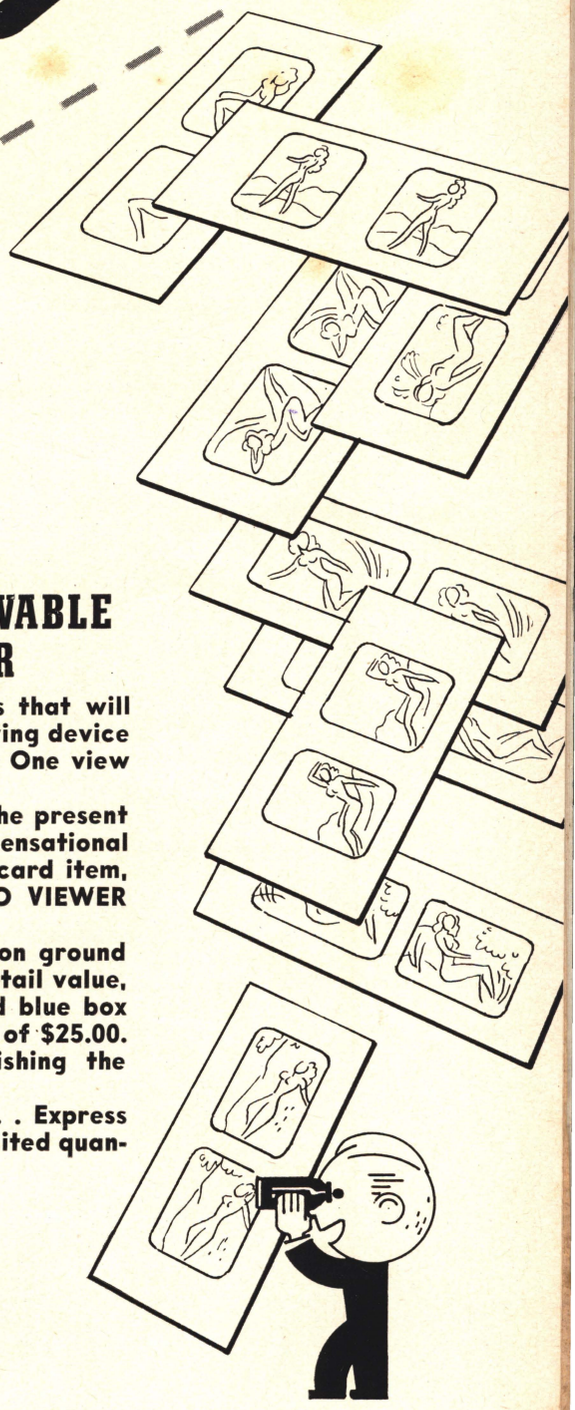
To Our Friends and Customers:
Best Wishes for a Happy Yuletide Season
Exclusive Distributors for A-1 and MEL-O-DIC Records
Large Stock of Deluxe Hit
SALESBOARDS
5c - 10c - 25c
Complete Stock of Parts for
BUCKLEY MUSIC SYSTEM
BUCKLEY-SEEBURG and WURLITZER WALL BOXES
Mills* SLOT MACHINE *Parts
"DUO"
Registered Key Locks
and
"DUO" LOCKS
C. A. ROBINSON & CO.
FEderal 1810
1911 West Pico Boulevard • Los Angeles 6, California

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

THE GREATEST SALESBOARD PREMIUM EVER OFFERED

The STEREO VIEWER





SENSATIONAL "SUN-KIST" BEAUTIES—UNBELIEVABLE THIRD DIMENSION—FULL NATURAL COLOR

Here, for the first time, is a revolutionary class item for sales boards that will prove a positive wow wherever shown. The STEREO VIEWER is a dual viewing device which shows full color slides of beautiful Hollywood models in full color. One view sells the unit and creates an irresistible urge to own.

As a sales board item the STEREO VIEWER eclipses the field. With the present premium merchandise shortage, the STEREO VIEWER presents itself as a sensational and timely novelty that will sell out your boards like wildfire! As a pull card item, or a Christmas remembrance for location owners or friends, the STEREO VIEWER has no equal!

STEREO VIEWER is molded in durable bakelite and fitted with precision ground high grade, deep focus lenses. Ten full color slides of dazzling beauties (retail value, $2.50 each) are handsomely packaged with the viewer in a neat red and blue box with distinctive white imprinting setting forth an established retail price of $25.00. Ten new slides in full color will be available each month, thus establishing the STEREO VIEWER as a viewing unit with perpetual entertainment value.

Order your sample today . . . sample, $8.50, or $90.00 per dozen . . . Express PREPAID . . . You'll be right back with your order for a gross or more! Limited quantities are available so don't delay . . . get your orders in NOW!

TERMS: Cash in full on sample orders; quantity orders: 1/3 deposit, balance C. O. D.

SAUL FREEDMAN

Manufacturers Representative

1701 West Pico Boulevard, Los Angeles 15, California

DRexel 2341

New Beverage Vendor

LOS ANGELES—After the war the Interstate Aircraft and Engineering Corp., of El Segundo, near Los Angeles, will manufacture a bulk beverage vendor, according to an announcement made this week.

Firm is readying plans for manufacturing a three-flavor selective bulk vendor based upon patents held by Spacarb, Inc., New York. Under the deal Interstate is to make a machine for exclusive sale to Spacarb, provided machines meet competition, distribution, sales, service and operating privileges in all or part of 17 Western states running on a straight line from Winnipeg to the Gulf. Spacarb will collect royalty on Interstate machines operated in the 17 state territory and in return Interstate has received the use of Spacarb's drink vendor patents.

Spacarb is headed by Emery Flinn. Firm has been one of the pioneers in the drink vending field and originally purchased the patents and machine developed by the J. P. Seeburg Corp.

ZINGO

1st UPRIGHT FREE PLAY PIN GAME

WILLIAMS

MANUFACTURING COMPANY

161 W. Huron St., Chicago 10, Ill.

Stereo Viewer Offered

LOS ANGELES—A sensationally new sales board item has been announced by Saul Freedman and is now being shipped to operators throughout the country. The item is a Stereo Viewer, shaped like a pair of binoculars and made of durable bakelite, and shows full color life models in breath-taking third dimension. Unit is packed in a nifty box together with 10 slides featuring exquisite "Sun-kist" Hollywood models in art poses that are sure to please, but not offend. Freedman will issue 10 new slides each month, thereby keeping the Stereo Viewer as an entertainment value for an indefinite period.

"At the track just slip one of these binocular viewers before your friend's eyes and watch his interest in races wane," said Freedman in describing the appeal the Viewer offers. On sales board tests, veteran operators found it one of the best items they had used for years.

Viewer is small enough to slip into the pocket and film slides supplied are Vaporated to preserve them and insure long life under ordinary use.

Silberman Leaves Rock-Ola

CHICAGO — A. A. Silberman, for the past 10 years a Rock-Ola vice-president in charge of parking meter sales, is leaving the organization on December 1st. During the war months he has functioned in an executive capacity on war contracts.

Silberman has a new connection under consideration and expects to make an announcement shortly.

If You Want to Buy

CONSOLES

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 50

ARCADE EQUIPMENT

1	Mutoscope Ace Bomber	$325.00	2	Exhibit Rotarys (Pusher)	$150.00
2	Keeney Air Raiders	195.00	1	Mutoscope Drivemobile	325.00
2	Evans Tommy (Late Model)	195.00	2	Evans Ten Strike	50.00
2	Seeburg Shoot the Chutes	135.00	1	Rock-Ola Ten Strike	50.00
1	Bally Torpedo	175.00	1	World Series	40.00

ENTIRE LOT — $2300.00

Half Cash, Balance C.O.D. Crating Extra

All in first class condition—ready for operation.

4-GUN MAC GLASHAN AIR MACHINE GUN GALLERY

Two Tommy and Two Tripod, complete with canvas back drop target, air compressor, 100 pounds steel "B.B.'s". Good condition; ready to make money.

$1000.00

Half Cash Deposit, Balance C.O.D.

SALES BOARDS

Since my first ad in THE REVIEW many operators have switched to

CONTAINER BOARDS

and are they glad? Yessir, for they have reordered . . . some of them many times.

Are you too busy making money to make MORE MONEY? Lots of operators are taking it easy now that money "comes easy." Insure TOMORROW! Use only CONTAINER BOARDS and you need not fear competition.

FRANK A. SHOWALTER

CONTAINER'S FACTORY REPRESENTATIVE

108 East First Street *Phone: Santa Ana 6991* **Santa Ana, California**

A $1000 BOND

Will insure earliest delivery of CHIEFS

Despite heavy reservations of machines under the Jennings Priority Plan which expired September 30, we have scheduled additional production in order to place samples of all new Jennings Chiefs, consoles and refrigerated venders in the hands of coinmen within a few weeks after we resume production.

If you wish to obtain machines from our first production run, buy ANOTHER $1000 War Bond during the 6th War Loan Drive. Send it by registered mail to us for deposit in escrow at our bank. If you prefer, send your check and we will buy the bond for you.

If you do not place an actual order after you see our new models, your bond deposit will be returned. For each bond, you may reserve up to $4000 worth of equipment.

O. D. JENNINGS & COMPANY

4337 WEST LAKE STREET **CHICAGO 24, ILL.**

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

What Do You Need?

WE HAVE A NICE SELECTION OF ONE-BALLS AND FIVE BALLS. OR IF YOU NEED CONSOLES SLOTS, REMOTES OR PHONOGRAPHS— *WE CAN HELP*

WE HAVE A FEW BUCKLEY ILLUMINATED AND PLAIN MUSIC BOXES
WANTED: PHONETTE MEASURED MUSIC BOXES
ANY QUANTITY — TOP PRICES

COMPLETE REPAIR SERVICE

We have a competent staff to repair your games and phonographs. Parts available where replacements are necessary. You'll like our conscientious service.

PARTS

What do you need? We have a large assortment of Parts for Phonographs, amplifier tubes, lumilines, and Games. Tell us your needs. In addition we have bulbs, tubes, needles, collection books, fuses AND NEW PHONOGRAPH RECORDS.

WANT TO BUY WURLITZER AND SEEBURG PHONOGRAPHS. 12-16-24-Record Models

W. H. LEUENHAGEN & CO.

EXposition 7162
1813 W. Pico Blvd. Los Angeles 6, California

PRESTON JARRELL

Meets Old Friends

LOS ANGELES—It's been a busy and interesting month for Preston Jarrell at Coinmatic Distributors, for during the past few weeks dozens and dozens of operators he has known for a number of years have been in to pick up merchandise and talk about the "good old days." Preston entered the vending machine branch of the business about 14 years ago and has a wide acquaintanceship among the operators of the West.

"It's surprising the number of boys that have been in and the amount of merchandise we have moved from our small temporary quarters," said Jarrell. "We are eagerly awaiting the day when we are established in our permanent home and can amplify our lines with the addition of post-war equipment."

Washburn Records Four

LOS ANGELES — Charlie Washburn is back from San Francisco where he recorded four selections by Ray Wade and his Rhythm Riders and four numbers by Rusty Draper and his Dreamers.

"If you like the Ink Spots," says Washburn, "watch for these four numbers by Rusty."

It took Charlie three days to get reservations to Los Angeles—or so he told his wife.

Atlanta Ban Sticks

ATLANTA — Atlanta's municipal ordinance banning pinball machines inside the city limits is constitutional and may remain in force, according to a ruling handed down in New Orleans by the Federal Fifth Circuit Court of Appeals.

The federal court held that the city's petition to dismiss an injunction sought by Forrest Raymond Phillips to prevent enforcement of the ordinance was valid under rulings of the Georgia state courts and that no infringement of the federal Constitution had been shown.

Under urging of parent-teacher, civic and other organizations "to protect children from the lure of playing them instead of attending classes," and hearing that "gambling was a practice among the players," Atlanta's City Council outlawed the games three years ago.

New Decca Factory

CHICAGO—Milton Rachmill, treasurer of Decca Records, has completed arrangements here for establishment of a midwest record factory for Decca. Long-term lease has been signed for a 5-story building on the near-northside.

Factory, which will get under way as soon as machinery can be delivered, is expected to employ around 400 people.

* * *

Civilization: A process of creating more needs than means to supply.

LOYAL CLEANER
For Cleaning Games
3 lb. Can for $1.00
We Highly Recommend This Product
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 54

ZINGO
HIGH SCORE ACTION!
WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

BARGAINS! BARGAINS!

PHONOGRAPHS

1	Rockola 1942 Premiere	$550.00
1	Mills Empress	325.00
1	Mills Throne	275.00
1	20 Record Rockola chassis & adapter in steel cabinet	185.00

MARBLE TABLES 1 ball, free play

1	Longacres	$550.00
4	Whirlaways ea.	500.00
6	Sportsman's ea.	500.00
1	Mills Owl	150.00
1	Mills One-Two-Three	145.00

MARBLE TABLES 5 balls, free play
Factory re-vamps

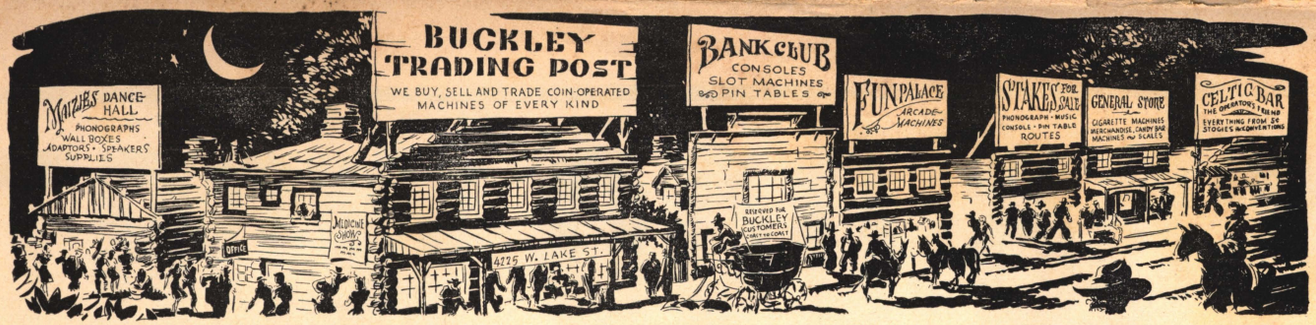
1	Shangri-La	$175.00
1	Eagle Squadron	175.00
1	All Out	189.50
2	Play Time ea.	189.50
3	De-Icers ea.	189.50

ARCADE EQUIPMENT

4	Shoot your way to Tokyo's ea.	$295.00
2	Cupid's Wheel ea.	245.00
2	Rainbow Pencil Venders ea.	99.50
4	Poker & Joker's ea.	99.50
1	Electric Crane	59.50
2	Hi-Ball's ea.	74.50
1	Blow Ball	129.50
1	Aviation Striker	99.50
2	Sky Fighters (early) ea.	275.00
1	Mills Punching Bag	145.00
2	Bally Alley's ea.	49.50
1	Tommy Gun	150.00
2	Bumper Bowling's ea.	39.50
2	Bally Basket Ball's ea.	49.50

All prices f.o.b. Dallas, Texas
One-Third Deposit with Order
First Come, First Served

GENERAL DISTRIBUTING COMPANY
2812 Main Street Dallas 1, Texas



REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS $95.00

SEND US YOUR MACHINES

NEW EQUIPMENT

Supreme Tokyo Gun	$330.00	New Supreme Skee-Roll	$317.50
Rex Bowling League	299.50		

CONSOLES

Buckley Daily Double Track Odds, May-Bell, 4-Coin Chute Console, 3-5c and 1-25c or 2-5c and 2-25c
Write for Particulars and Prices.

Jennings Bobtail, P.O.	$125.00	New Paces Reels, Sr.	$260.00
Mills Jumbo, F.P.	105.00	New Saratoga Jr.	250.00
Mills Jumbo, P.O.	129.50	New Saratoga Sr.	260.00
Mills Jumbo (Comb.)	197.50	Paces Reels Jr.	175.00
Keeney Kentucky Club	90.00	Paces Saratoga	175.00
Keeney Skill Time	90.00	Paces Races, Red Arrow	267.50
Bally Club Bells	275.00	Mills Four Bells	Write
Bally Royal Flush	112.50	Jennings Fast Time, P.O.	152.50
Evans Bangtails, '40	227.50	Bally Roll-Em, 25c	175.00

All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

COIN MACHINE REVIEW
51
FOR DECEMBER 1944

We Will Pay Cash For Your Machines Now

We are still optimistic about buying and selling machines—and we will pay top market prices.

Wanted—500 Scales—Mills Modern and Trylon—Mills—Jennings High Type—Watling Tom Thumb and Fortune Tellers.

Wanted—A quantity of AMI Singing Tower Phonographs.

Send your complete list with your lowest price—now—before the whistle blows.

MUSIC EQUIPMENT

Buckley Boxes, New	$ 35.00	Wurlitzer Model 100	$25.00
Buckley Boxes, Rebuilt	25.00	Perforated Program Sheets, Per 1000	4.50

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND	$55.00	REBUILT DE LUXE	$100.00

SLOT MACHINES FOR SALE

Mills 5c Blue Fronts	Mills 25c Brown Fronts	Watling 10c Roll-a-Top
Mills 10c Blue Fronts	Mills 5c Gold Chrome	Watling 25c Roll-a-Top
Mills 25c Blue Fronts	Mills 10c Gold Chrome	Jenn. 4 Star Chiefs, 5c
Mills 50c Blue Fronts	Mills 25c Gold Chrome	Jenn. 4 Star Chiefs, 10c
Mills 5c Brown Fronts	Mills 5c Vest Pocket Bell	Jenn. 4 Star Chiefs, 25c
Mills 10c Brown Fronts	Watling 5c Roll-a-Top	Safe Stand for Mills and Jennings Machines

Also complete line Jennings and Pace Machines. Write for Special Prices.

All Prices Subject to Prior Sale • Terms—Cash With Order

BACK THE ATTACK NOW . . . BUY MORE THAN BEFORE

BUCKLEY TRADING POST

4233 W. LAKE ST. CHICAGO, ILLS. Ph: Van Buren 6636

$86,000 WORTH OF SMOKE

You don't do it with hay, brother!

It costs 86,000 good hard American dollars to lay a smoke screen on a 20-mile beachhead for a single hour.

Worth it?

What would you think if you knew your life depended on reaching that beach without being spotted by the enemy?

You'd be mighty glad that—in this war—everything is being done to give the American soldier the best possible chance to live and win . . . money no object.

You wouldn't have it otherwise, would you?

Then remember—you've got to do your part by buying and holding War Bonds. Your dollars are needed to help lay the smoke screen . . . provide the "softening up" bombardment . . . flatten the deadly pill-boxes.

That's what your War Bond money does right now.

And in the future it will do still more . . . both for you and for your Country. War Bonds are your safest, and smartest, investment. In ten years, they'll

Get Behind The

BUY ANOTHER

THE UNDERSIGNED COIN MACHINE ORGANIZATIONS UNITE IN PRESENTING

W. H. LEUENHAGEN & COMPANY
Coin-Operated Devices & Expert Repair and Maintenance Service
1813 W. Pico Blvd., Los Angeles 6, Calif.

E. T. MAPE MUSIC COMPANY
1701 W. Pico Blvd., Los Angeles 15, Calif.
284 Turk Street, San Francisco 2, Calif.

E. C. McNEIL
Western Representative for
National Cigarette and Candy Machines
713 S. Westmoreland, Los Angeles 5, Calif.

MINTHORNE MUSIC COMPANY
Seeburg Distributors for Southern Calif. State of Arizona and Southern Nevada
2916-2920 W. Pico Blvd., Los Angeles 6, Calif.

Marine Corps Photo

bring you back four dollars for every three you put in. It'll mean jobs and a healthier economy in America.

So buy more Bonds than you've been buying. Buy more than you think you can afford.

They help toward a quicker Victory . . . and a happier peacetime for you.

6th War Loan Drive

BOND TODAY!

GTHIS MESSAGE IN BEHALF OF THE SUCCESS OF THE SIXTH WAR LOAN DRIVE:

NICKABOB SALES COMPANY
Jobbers and Distributors
2525 W. Pico Blvd., Los Angeles 6, Calif

OPERATORS SERVICE
(Jimmie Rutter)
1423 W. Pico Blvd., Los Angeles 15, Calif.
PRospect 8400

C. A. ROBINSON & COMPANY
1911 W. Pico Blvd., Los Angeles 15, Calif.
FEderal 1810

CHARLES WASHBURN & COMPANY
Coin-Operated Equipment, Rodeo and Peerless Records
1511 W. Pico Blvd., Los Angeles 15, Calif.

Los Angeles

The election is over and the morning after found many a Republican converted to a Democrat over night. Some tall bets were made in several of the contests but the presidential campaign drew the big money and payoffs were quiet and orderly. A true democracy at work.

Post-war plans continue to haunt the jobbing and distributing fraternity in the City of the Angels. Latest to stake out a place for himself in the post-war picture is Charlie Robinson of C. A. Robinson & Co. Charlie has purchased the 7-store building on the northwest corner of Pico and Magnolia; will re-do the inside and out, and move in shortly after the first of the year. This makes the 2200 and 2300 block on Pico a hot bed of jobbers and distributors. Badger Sales, California Amusement and C. A. Robinson will pitch camp with General Music in the middle. Says General's prexy, Bud Parr: "I'm going to hoist a sign on the front of my establishment: 'Main Entrance. Right this way boys. Everything worthwhile is in the center ring.'"

Further out the street, at 2525 West Pico to be exact, is the new de luxe home of Nick Carter's Nickabob Sales Co. Nick has gone all out in picking a dandy spot right in the middle of the row. He is revamping his big building and dressing up the spot in a manner which will be a definite asset to the industry.

Enough for the big-wigs of the business . . . let's talk about operators for a few minutes. Barry Beauregard was in at Washburn's the first of the month looking over equipment. Barry has received a medical discharge after two and a half years of service.

George Culver is back in Calexico following a business trip which took him to El Paso.

Mr. and Mrs. Al Cooper parented a baby boy born on October 22nd.

In Pasadena, Arch C. Riddell has moved the headquarters for his cigarette operation to the firm's new and enlarged building at 140-150 North Fair Oaks. The Riddell firm purchased the building and some of the space will be devoted to their wholesale tobacco and candy business. A parking space is provided at the left of the building.

Most of the cigarette operators with machines in the shipyards have pulled their machines. Seems there is nothing tougher than a shipyard worker, when it comes to respect for a coin-operated device. If a penny box of matches fails to come out, said ship-worker thinks nothing of taking a crow-bar and leaving evidence of his disgust, which puts a $150 machine in the backroom. Since the cigarette shortage the boys have been really releasing their wrath on the vendors and the operators don't have to play ball with such naughty boys.

In on a purchasing trip were Bert Hammond, Santa Ana; B. L. Kolda, San Bernardino; Al Harmon, Glendale; F. E. Kingsbury, Santa Ana, and Carl Collard, San Berdu.

Dolores and Jean Minthorne are the proud recipients of some unusual war trophies sent to them by former operator Roger R. Kent, now somewhere in France. Included in the group are two French bayonets, two German bayonets, 1 Italian bayonet and a German flag mine marker. Talk about sharp . . . you should feel the blade on those bayonets the Germans make.

R. A. Parina, San Francisco, visited Los Angeles on October 30th on his return from the NAMA meeting in Chicago. Dick called at THE REVIEW offices and gave an inkling of the post-war plans of R. A. Parina and Co., and, boy . . . they're rugged (as they say in the army). Dick left on November 2nd for home. While here he stopped at the Los Angeles Athletic Club.

Orval Wakefield, cousin of Gladys Washburn, is back in the States after three major invasions. He received a presidential citation.

Wednesday night is a "must" for Mr. and Mrs. Charlie Robinson at the Abe Roth Amateur Boxing at Hollywood Legion Stadium. Charlie makes it to the barber at 5, meets the frau thereafter for an appetizing drink or two at the Derby, then dinner and over to the Stadium for 10 4-round bouts packed with plenty of action. "These boys are out to make a name for themselves and they really are in there and wasting no time," claims Charlie. Check up on that! Charlie has passes.

One of the happiest warriors on Coin Row is Preston Jarrell, who puts out the Welcome Mat at Coinmatic Distributors each morning. Preston is back in the harness and greeting a multitude of friends and telling them about the big plans Coinmatic has for the future. Boss-man Ken Brown puts in an appearance a couple of times a week, mainly to say hello.

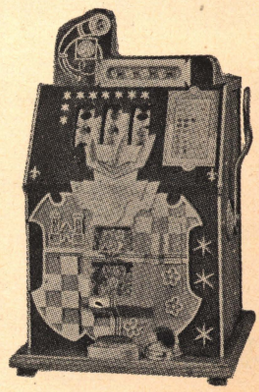
Opening of the races at Inglewood brought out the gentry of the coin chute. Even THE REVIEW lost a couple of good linotype operators. Occupying J. P. Seeburg's box, and sharing his company, were Dolores and Jean Minthorne, and Mr. and Mrs. Dan Donohue.

Mr. and Mrs. Aubrey Stemler left on the Lark, on the 10th, for San Francisco

Profit from the World's Largest Business
Shipman's Coin-Operated Postage Stamp Dispensers
We Have Them in Stock—$29.50
SEE
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15
See Ad on Page 55

ZINGO
LITES OUT ACTION!
WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

WHY NOT BRING YOUR OLD MACHINES UP-TO-DATE?
We are equipped to repair and refinish your slot machines to look and operate like brand new machines. Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Knee action wheel stops and Club Handles installed to bring them up-to-date. All work guaranteed and all equipment insured while in our possession.
TOKEN EJECTORS
WILL SLUG-PROOF YOUR ESCALATORS AGAINST RATION TOKENS
Guaranteed to eject 100% Red and Blue Tokens, aluminum and paper slugs—50% of all car tokens. We can install the Ejector on your machines while in our shop, or unit can be shipped with complete instructions for easy installation. Write for prices.
COIN MACHINE SERVICE
(R. E. REEDER)
1070 Thompson Avenue Glendale 1, California
Telephone: Citrus 3-3721



The Nickabob Sales Company

announces the opening of its new offices and showrooms

at

2525 West Pico Boulevard, Los Angeles 6, California

Operators of the Great Southwest are invited to visit us in our new quarters, at the corner of Pico and New Hampshire, right in the heart of the Los Angeles Coin Machine Row.

We have a stock of used equipment we believe will appeal to you—Ray Guns, Skee Balls, Parts and Supplies, Skee Ball Glass, Gun Stocks, etc. We will consider it a privilege to be of service to you.

HAVE YOU A ROUTE FOR SALE?

We are interested in purchasing routes of any description anywhere in Southern California or Central California. Immediate cash ready for routes of any size.

NICKABOB SALES COMPANY

(NICK CARTER)

FAirfax 1461

2525 West Pico Boulevard, Los Angeles 6, California

and Portland on a business and pleasure trip. In addition to transacting business for the Clark Distributing Co., Aubrey hopes to have a few private moments with ducks and pheasants.

Rumor in Hollywood has it that Decca is dickering for another plant in these parts. If so, this marks the second move in six months to expand production facilities. Decca's production is figured to be around three million discs per month, and net for the first 9 months of 1944 rolled up a neat $743,832.

Nick Carter left the hamlet on the 8th for a quick visit to his operations up in the San Joaquin and headquartered at Visalia. Back on the 13th.

Check this, it's good. It seems that Paul Laymon sent an operator over to Globe Electronics with a Chicken Sam on the fritz. Globe took care of the job and sent him on his way rejoicing. Laymon phoned to check and see that his customer was properly taken care of. Says Laymon: "Did you take care of his Chicken Sam Amplifier?" "Yes," replies Globe, "but the trouble wasn't in his amplifier, it was in his gun." "I don't doubt," says Laymon, "the man's pretty old!"

W. E. Simmons left by TWA on the 15th to visit Dallas, Nashville and Indianapolis.

Richard Washburn, brother of Charlie Washburn, is recuperating at a Honolulu Base Hospital following injuries sustained in the South Pacific.

Bud Holloway, former San Bernardino operator now in the service, brought Mrs. Holloway to town for a visit with Dolores and Jean Minthorne and the group made the rounds of the night spots, including the Clover Club and the Florentine Gardens. Quay Sargeant, Minthorne sales-manager, rounded out the party and added to the festivities.

Bob Reeder of Coin Machine Service, Glendale, has a new Chevrolet panel truck to augment his service fleet for the coin machine lads in this area. Bob has two trucks now in operation.

Frank Navarro's service man has coined a new name for "I Lost You" by Ozie Waters, Rodeo's new release. He calls it a "Hillbilly Torch Song." Under any name, it sure gets the nickels.

R. C. Haimbaugh, director of Engineering for Wurlitzer, is scheduled to arrive here on the 19th for a 3-day stay at the Ambassador.

That big smile on Jean Minthorne's

—TURN PAGE

ZINGO

KICK-OUT POCKETS

WILLIAMS

MANUFACTURING COMPANY

161 W. Huron St., Chicago 10, Ill.

MARINES AT PLAY

$189.50

Marvel's BASEBALL

$179.50

Two new refurbished 5-ball novelty games, ready for immediate delivery. Come in and see them.

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 56

CONSOLES

10	Jumbo Parades, F.P.	@$125.00
2	Combination Jumbo Parades	@ 187.50
1	Automatic Jumbo Parade, 25c	250.00
20	Automatic Jumbo Parades, Late Model, High Head	@ 125.00
10	Mills Four Bells, 4-5c	WRITE
3	Keeney 2-Way Super Bells, 5c & 25c	WRITE
4	Keeney 4-Way Super Bells, 4-5c	WRITE

ARCADE

3	Keeney Anti-Aircraft	@$ 75.00
2	Exhibit Rotary Merchandisers	@ 145.00
3	National Jumbo Merchandisers	@ 90.00
1	Roto Crane	150.00
1	Evans Tommy Gun	147.50
1	Mills Punching Bag	90.00
6	Mills Merchandisers	@ 95.00
4	Exhibit Card Vendors	@ 20.00
3	ABT Palm Readers	@ 47.50
2	Paces Bowling Alleys	@ 500.00
4	Tru-Shot Bang-a-Deers	@ 125.00

Terms: 1/3 Deposit, Balance C. O. D.

MILLS SALES CO., LTD.

1640 18TH STREET OAKLAND 7, CALIF.

face in early November was caused by the huge birthday cake and gifts received from his staff and friends. Jean was hosted to a nice party by Mrs. Minthorne at their home.

Neatest induction announcement we've seen in a long time came to our attention this month. We can't mention the name because of a request, but here is the meat of the announcement: "Franklin D. Roosevelt, Commander-in-Chief, and George C. Marshall, Chief-of-Staff, Announce with Pleasure that Hallow W. Pirdlefuge Has Joined Their Organization for the Duration."

Andy Stromberg, former service man for Charles Washburn and Carl Collard, visited the city from Moses Lake, Washington, and announced he was ready for his call overseas.

Among the operators availing themselves of the service and parts at Minthorne's during the past month were Dorser Music, Bringas Brothers, Mrs. P. A. Barnes, J. M. Holmes, I. B. Gayer, H. D. McClure, John Patrick and many more. All commented on the beauty of Minthorne's new showrooms and offices.

Recent visitors at Jack Gutshall Distributing Co. included Bert Hammond, Santa Ana; T. I. Mason, San Ysidro; Mrs. Ray Smith and daughter, Lancaster; George Bacon, Bakersfield; Art Narath, Anaheim; Carl Zamlock, Reno; Wheeler and Murphy, Wheeler Ridge; Mr. and Mrs. John Knowles, Bakersfield; Mitchell Gouff, Templeton; Gravel Gertie, Gravel Pit; Arnold and Toller, Barstow; Lawrence Raya, Colton, and W. H. Shorey, San Bernardino.

Ray Smith is taking unto himself a wife up Barstow way. In preparation for the event, Ray has purchased a new house and will hold an open house celebration December 2nd.

Bill Leuenhagen has enlarged his repair and service department by the addition of Jimmy Soley, expert phonograph repair man from San Diego. Bill is now ready with a complete service department to handle repairs and maintenance work on games, phonos, consoles and the like.

First week of the month found A. M. Keene and Clara Way in from Taft to pick up machines at Badger Sales. They were joined by Claude Tomlinson and W. M. McGowan, Dos Palos, who purchased four machines; Harry Perrine and Percy Dawson, Oceanside; Art Narath, Anaheim; Chris Torres, Westmoreland, buying phonographs, and Ople Brown, Santa Maria, picking up a new Bowling League.

Bob Clark, of Hines and Clark, suggests a contest to locate $100 a week phonograph locations. Details are still to be worked out but it seems most operators will be interested in such a contest.

Out-of-town customers at Paul Laymon's the past month included Bill McGowan, Wood Lake; Claude Tomlinson, Dos Palos; William Shorey, San Bernardino; M. C. Stewart, Big Bear; E. J. Bryant, Glendale; Frank Myers and J. R. Donaldson, Montebello; Ben Korte, Glendale; J. A. Ewing, Mrs. Phil Brown and Paul Butts, Bakersfield; Ivan Wilcox, Visalia; Robert Boyd and Art Dawes, San Diego; Lloyd Barrett, Pomona; Herman Breier, Inglewood; Tommy Mason, San Ysidro; Larry Lambert, Stockton, and George Swartz, Fresno.

Howard Stuart, former local operator, is living the life of Riley. He and the missus spend their winters in Palm Springs and summers at Big Bear. Pair have a bicycle renting concession which permits such vacationing.

Mr. and Mrs. Paul Laymon spent the November 11th week-end with friends on a ranch on the grounds of the Antelope Valley Country Club near Lancaster. This is the first time the Laymons have been out of town since the beginning of the war.

Ernest E. Harrison, recently released from the army, is establishing a local operation and has been aided by Bill Happel, of Badger, in getting a fair string of machines to start with.

Russell Richardson is caring for the Bill Leuenhagen string of phonographs. Lou Peters, former operator for Bill, has gone to Saint Louis to be with his mother who is ill.

Dorothy Hanson, formerly with Smith's Automatic Phonographs in Chehalis, Washington, is assisting Jane Carrico Porter at the Jack Gutshall office.

Spotted in Laymon's recently were E. J. Bryant, Glendale; Mrs. S. L. Griffin and Mrs. Joy Bradley, Ontario; Ray Smith and Fritz Eilers, Lancaster; Clem Korte, La Canada; Ray Tisdale, Glendale; John Ketchershid, Homer Gillespie and Tod Faulkner, Long Beach; Joe Grater, Oxnard, and Ted Bloomer, Mojave. Neal Wright of the Northern Amusement Co., Palmer, Alaska, also was in for a shipment of games, as was Allie Gonzalez, Coolidge, Arizona.

G. F. Cooper drove his son, who is a Corporal in the Air Corps, back to camp near Fresno following a two week furlough which he spent at his home in Riverside. Son is back for reassignment and is a radio gunner on a Liberator.

ZINGO

RETURN BALL FEATURE

WILLIAMS

MANUFACTURING COMPANY

161 W. Huron St., Chicago 10, Ill.

At This Holiday Season

We are deeply grateful for the business the operators in this area have bestowed upon Operators Service in the year past. Your cooperation has been appreciated and it has been a pleasure to work with all of you. We especially wish to thank those listed below for their patronage in the months past:

LOS ANGELES
W. W. Cahoon
Nickabob Sales Company
Johnny Hopkins
General Music Company
Charles E. Washburn
Paul A. Laymon
E. T. Mape Music Company
Clark Distributing Company
Badger Sales Company
Jean J. Minthorne
Paul Johnson
Abe Hanlin
Herman Meier
Morris Lee
Herman Lee
Bard Music Company
Gossett Designing Shop
Jack Breier
Herman Breier
W. H. Leuenhagen
Milo Herring Paint Shop
George Joyce
John Nelson
Webb Music Company
Shannon Douglas
Al's Amusement Company

LOS ANGELES COUNTY
Ralph Rogers
John E. Aytes
Lowell Ayers
C. H. Robson
Gayer Company
H and H Music Company
J. W. Olson
Ray Tisdale
Ben Korte
Clem Korte
Ernest Bryant
Valley Coin Machine Company
Huntington Park Wired Music Company
Acme Sales Company
L. A. Barnes
Tod Faulkner
W. Penn

CALIFORNIA
M. C. Thornburg
Ray Smith
Doc Evenson
Webb W. Wilcox
Carl Zimmett

ARIZONA
Stanley Tracy

We specialize in remote control music installations, repairing amplifiers, checking and lining wireless boxes on location, repairing Super-Bells, One Balls and Five Balls. Let us help you keep your equipment operating for the duration. Expert immediate service at reasonable rates.

OPERATORS SERVICE

(Jimmie Rutter)

1423 West Pico Blvd. PRospect 8400 Los Angeles 15, Calif.

MILLS AWARD CARDS

Special Gold Award in 3-5 Pay, 3-5 Pay Silent, 2-4 Pay Silent

50c PER CARD

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 57

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Miracles are being performed daily at the well-equipped shop of Automatic Electronics in the heart of Coin Row. Firm specializes in making parts necessary to return electrically operated coin machine equipment back to operating. Shop is able to make any part, regardless of how intricate, and with the present shortage of parts has been able to help many operators return hundreds of machines to profitable operation. All work is done by experienced precision craftsmen. Drop in, and be amazed.

Bill Leuenhagen is right on his toes when it comes to calendars for 1945. Bill is passing out a neat number. Next month an added treat is promised in the shape of a nifty plastic business card case—something all operators can use.

"A good soldering iron is something that has been mighty hard to get in the past, but we've got them now and they're sure swell." So said Lucille Laymon in summarizing the advent of Dura-Heat at the Laymon establishment.

Jack H. Keeney, Chicago manufacturer, arrived in Los Angeles on the 14th.

San Francisco

Business has held steady in the bay district in the past month. The election is over, the boys have paid off their bets, and everyone is getting ready for a bang-up 1945.

R. A. Parina of R. A. Parina & Co., attended the national meeting of the National Automatic Merchandising Association in Chicago in October. The group will sponsor a $25,000 public relations program during the coming year and Dick believes it will go a long way towards acquainting the public with the ins and outs of automatic vending.

L. B. McCreary, general manager at E. T. Mape Music Co., has been in and out of the office to Stockton and Los Angeles to check with the other branches of the organization.

M. S. Wolf and C. A. Garton, of California Amusement Co., arrived in San Francisco the first week in November to locate a building to establish a branch of their organization here. Firm has distributing offices now in San Diego and Los Angeles. Garton will manage the local office when it opens.

Mr. and Mrs. Henry Maser, of the H. R. Maser Music Co., are planning on spending the holiday season in Chicago and the middle west. Hank will combine business with pleasure, do some extensive buying and also take care of post-war business and plans.

Viking Specialty continues to be one of the busiest spots in town with operators in for the many special services the firm is providing to keep vending operators in business during the war months.

Another busy spot is Exposition Games Co. where Johnnie Wilson has worked up a terrific business in supplying slot machine parts to operators all over the nation. Johnnie had the foresight to accumulate an unusually large stock of slot parts and operators have found his stock "a port in a storm" during the current parts shortage.

Portland

None other than Corporal Louis Karnofsky, former REVIEW Seattle correspondent, and his buddy, Corporal Pugle, visited us in Portland. They are two swell fellows and we all enjoyed their visit.

"Bertie" Kristol is still in the hospital . . . and hubby Max is a mighty worried man these days. Those of us who know Bertie know how much she helped her hubby . . . and we all miss her cheery smile at the Montgomery Gardens these days. She surely has all good wishes for her speedy recovery.

Friends of Vern Helbig of Roseburg, Oregon, will be surprised to learn that he again has to go to the hospital for a short time. His wife Gladys surely is a brick!

Mr. Tipley, son-in-law of George Coombs of Condon, Oregon, has just been inducted in the service.

Wilbur Jones has just purchased the C. B. Cable route at Albany, Oregon. Jones has great expectations for a large operation after the war is over.

Percy Bucknum of Eugene, was a Portland visitor in November. Other visitors included Percy Hargood, Ernie McGee and Bert Schuler from the Coast.

R. M. Waggener of Coin Machine Acceptance Corporation, Chicago, was a visitor to Portland and Seattle.

Edmund F. Mair, "Ted" to his friends, former President of CMAC of Chicago, was a recent visitor to the Coast, stopping off in Portland for a day en route from Seattle to San Francisco.

E. M. Bush of Marshfield, Oregon, was a

—TURN PAGE

WHY PUT YOUR MACHINES IN MOTH BALLS?

Thousands of pieces of coin-operated equipment are now in storage for need of an important part that would put them back on location, cashing in on the present spending spree. We are equipped, with precision equipment and competent craftsmen, to BUILD and CREATE the necessary parts your equipment might need. Under WPB authority we have needed priorities for repair parts to keep your electrical equipment in operation.

MUTOSCOPE PHOTOMATICS

We can bring your old machines up to the equal of the last model produced before the war. We have an experienced mechanic able to do a complete revamping job on your Photomatic mechanism, install the proven new delayed developing mechanism, and other worthwhile and trouble-free improvements recently perfected.

PANORAMS

We invite your inquiry on any Panoram operating troubles. We are manufacturing special fibre gears, bushings, etc., for Panoram mechanisms and can CUSTOM BUILD any special part unobtainable in the regular outlets.

COME IN AND SEE US WHEN YOU ARE IN LOS ANGELES. LET US SHOW YOU THE WORK WE ARE DOING AND THE MULTIPLE WAYS IN WHICH WE CAN SERVE YOU!!!

AUTOMATIC ELECTRONICS

2801-2803 West Pico Boulevard (PA. 4111) Los Angeles 6, California

ZINGO

SPOT-A-NUMBER POCKETS

WILLIAMS

MANUFACTURING COMPANY

161 W. Huron St., Chicago 10, Ill.

PUT THE NIPS IN A FIX BUY A BOND IN THE SIXTH!

The purchase of bonds today means just that much more saved for the equipment you will want to buy when the war is over. We, here at Viking, will be ready to offer you the "cream of the crop" when that happy day returns.

Right now we must make the most of what we have; and we are dedicated to doing our utmost to help you keep your present equipment operating. We have a fairly adequate stock of charms, key rings, coin wrappers, collection books, Flexo Tools and various types of vending devices. We are anxious to be of service to you. Won't you contact us today?

VIKING SPECIALTY COMPANY

530 Golden Gate Avenue San Francisco 2, California

Now Available

One Balls, FP & Cash

LONG ACRES
THOROBRED
PIMLICO
CONTEST
FORTUNE
BLUE GRASS
CLUB TROPHY
ROCKINGHAM

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 58

JACK R. MOORE CO.

Exclusive Bally and Seeburg Distributors

"Successfully serving the operator for over twenty years"

GAMES PHONOGRAPHS PARTS SUPPLIES

Seasons Greetings

To

Our Many Friends

Four Conveniently Located Stores to Serve You:

1. 1615 S. W. 14th Ave., Portland, 1, Ore.
2. 348 Sixth St., San Francisco, 3, Calif.
3. 100 Elliott Ave., West Seattle, 99, Wash.
4. North 9 Barnard Spokane, Wash.

Visit Our "See at a Glance" Parts Departments

JACK R. MOORE CO.
Manufacturers Distributors

visitor recently. This is now City of Coos Bay.

The Roland E. Allens have adopted a daughter and have named her Barbara Jean. She is seven months old.

Ed Polaske has taken over Marty Fibiger's route in Portland.

Friends of Charlie Fey, that grand old man who invented the original Bell machine, will be grieved to learn of his passing on November 10th. To those of us who knew him personally we feel we have suffered a great loss . . . he was kind to young as well as older people and his place on Mission Street in San Francisco was a landmark since his footprints were worn through to the second flooring where he had stood at his bench for 40 years.

This writer, together with hubby and children and friends, Al and Marion Morrison, employees of Jack R. Moore Co., Portland Office, experienced a rather harrowing night when the Morrisons' boat, The Kazani, went aground on a sand and rock shoal in the Columbia River. After spending all night and half a day waiting for the tide to go out and come back in, we were rescued by a fisherman, and the men later by the Coast Guard. The two children thought it was a grand lark . . . however, it wasn't nearly so funny to the folks at home nor to the folks at the office . . . including the Coast Guard, of which Mr. Cusson is a Warrant Officer. But they say the fishing is better now and so are the ducks . . . so we will go again . . . better luck next time.

L. Helen Cusson

* * *

He: "Yep, by looking into a girl's eyes I can tell exactly what she thinks of me."

She: "That must be very discouraging."

* * *

Bob: Say Herb, do you like Ping Pong? I don't.

Herb: You don't? I think it's fine.

Bob: Fine! Why, how is that?

Herb: Well, you and your girl play, and when you miss the ball you and your girl look for it under the table.

Bob: Yes, but where is the fun?

Herb: The fun is under the table, with your girl.

Seattle

Coin Machine Row welcomes with open arms—Morrie Dickinson. Morrie has been released from the Merchant Marine and is now back with his first love, the coin machines. Morrie is well known for his humor and good nature and will be found these days in the shop of the Puget Sound Novelty Co.

Surprise of the week — John Michael visiting on the Row. John seems to have a pronounced aversion for coin machines since he went in for dairying. Seems like old home week with John around.

Irv Stept has sold his place in Seattle and intends to make his future home in Los Angeles. Looks like Al Brashem will have to give up the horses for a while and take Irv's place on the route. Cly Newton has also left the northwest. Sorry to see Irv and Cly leave and everyone hopes they will be happy in their new homes.

In line with the proverbial beanstalk, the Puget Sound Novelty Co. has grown and grown . . . practically overnight . . . and now offers one of the largest and finest distributing houses in the Pacific Northwest. All operators, distributors and manufacturers are invited to inspect their new and attractive showrooms as well as their modern equipped Shop and Parts Department. The practicability of the shop will particularly interest the operators who are now able to obtain the best of service. When in Seattle, don't fail to visit them.

George Austin, genial operator from Pasco, Washington, in Seattle for a few days combining business with pleasure. While in town he visited at Jack R. Moore's picking up parts and supplies for the route.

J. A. Clark in from Yakima; came over the mountains to look over equipment on Coin Row.

Bob Farrell tripping it in from Oak Harbor and way points.

Bert Beutler and Chuck Barnett of the Jack R. Moore Co., week-ending in Port Angeles and visiting local operators in that section. Bert has been batching this month while his Missus is back in Kentucky; however, Mrs. Barnett went along to chaperon the trip.

ZINGO

"SPECIAL" SCORING POCKETS

WILLIAMS

MANUFACTURING COMPANY

161 W. Huron St., Chicago 10, Ill.

BACK GLASSES

for

Bally THOROBREDS

Keeney SUPER BELLS

Etc.

—— SEE ——

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

See Ad on Page 66

EVERY PARADE MUST HAVE A LEADER

and in the repair and maintenance of Consoles, One Balls, Vest Pockets and Chicken Sam Amplifiers we relinquish the lead to no one. Once you've tried Globe Electronics you'll not be satisfied elsewhere. We invite you to come in today.

REMEMBER—

ALL EQUIPMENT INSURED AGAINST FIRE AND THEFT WHILE IN OUR SHOP.

GLOBE ELECTRONICS

1221 VENICE BLVD. (FI 6642) LOS ANGELES 6, CALIF.

Elmer Buggert recently purchased a phono route. Good luck, Elmer!

Visitors on Coin Machine Row: Arnold Olson, of Ketchikan, Alaska; J. W. Stearns, of Minot, North Dakota; Dick Frayne, of Tacoma; J. H. Numrick, of Ritzville; L. G. Harris, of Lewiston, Idaho; W. J. Gettman, of Astoria, Oregon; Berner McKay, of Myrtle, Idaho; Cy Morgan, of Tacoma; Thelma Oliver back from the sunny south; Ed Fraser, of Bellingham; Alfred Block, of Philadelphia, Pennsylvania.

Practically the whole organization of the Puget Sound Novelty turned out in full force to help celebrate George Schnabel's birthday. We hear the party was a success and that some of the employees have talents never before known. Such hula dancing—wowee!

Wayne Odom just bought a route east of the mountains. Wayne is a very likable fellow and we know will be successful in operating.

Jerry Steffan hasn't received much "ribbing" about that six by six moustache of his of late. Better give up, Jerry, or maybe a little hair tonic would do the trick.

New faces at Puget Sound Novelty—Alvina Hammel, office force; Don Chelgren, mechanic, and Darryl Kvindlog, warehouseman.

C. L. Banford, Tacoma operator and arcade owner, in town and as busy as ever, looking for equipment and parts.

The Industry, and local coin men in particular, were sorry to hear of the passing of J. O'Connor of the Royal Amusement Co. Mr. O'Connor passed away Sunday, Nov. 5th, after a lingering illness. His absence will be felt by those who have known him well for many years and as one of the officials of the Royal Amusement Co.

Jack R. Moore's local office has been augmented by the addition of a 1941 Ford Station Wagon. The car, formerly at the Spokane Branch, is needed more in Seattle and affords the tops in transportation for delivery, service and sales trips, according to Bert Beutler, local manager.

Otis Morehead back at the Twin City Novelty Company's headquarters in Centralia, after a sojourn in Alaska.

Earl Stump, who recently purchased the route of Mickey Hannon in Anacortes, came in to Seattle on one of his regular trips. He reports operations doing nicely.

Mickey Hannon, now footloose and fancy free, was seen vacationing in Chicago and visiting factories.

McNamara Leaves Soundies

CHICAGO—Ralph P. McNamara, assistant treasurer of Soundies Distributing Corp. of America, has resigned to accept a position on the West Coast. McNamara has been with Soundies since the early days of the firm and has served in all departments. A successor has not been appointed.

NEW LOCATION

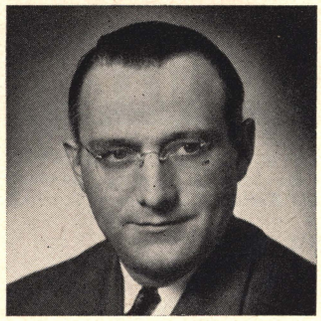
We have moved from our former quarters and are now located in temporary quarters at

1913 WEST PICO BLVD.

until our new shop is ready for occupancy. We are fully equipped and able to refinish your equipment. Bring it in today.

MILO HERRING

1913 West Pico Blvd., Los Angeles 6, Calif.
FEderal 1810



C. A. ROBINSON

Robinson Buys Building

LOS ANGELES—C. A. Robinson, of C. A. Robinson & Co., has purchased the seven store building at the corner of Magnolia and West Pico on the city's Coin Machine Row and has ordered present tenants to vacate to make way for extensive remodeling and modernizing.

Exterior of the building will be completely redone in stucco with decorated glass and tile trimming at window bases and modernistic pillars to lend an air of distinction to the facade. The corner store will be ornamented with stacked pillars to blend in with the moderne idea prevailing in the general plan. Robinson will occupy the 2301 and 2303 stores and the remaining stores will be tenanted by other firms catering to the operators. E. J. Gossett will continue his shop in the present location, Milo Herring's refinishing firm will occupy another store, and the present liquor establishment will move to the store at the west end.

Interiors will all be redone and the finished structure will give every semblance of a new building. Robinson hopes to move into his new building shortly after the first of the year.

ZINGO

FREE PLAY
OR REGULAR

WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

WE WILL BUY

AND PAY CASH ON THE LINE

THE FOLLOWING PRICES FOR EQUIPMENT IN ANY QUANTITY

MUSIC

#950 Wurlitzer ea.	$500.00
#850 Wurlitzer	550.00
#800 Wurlitzer	500.00
#750E Wurlitzer	525.00
#750 Wurlitzer	500.00
#700 Wurlitzer	475.00
600KB Wurlitzer	325.00
600R Wurlitzer	300.00
500 Wurlitzer	325.00
24A Wurlitzer	175.00
16 Rec. Wurlitzer	75.00
12 Rec. Wurlitzer	60.00
9800 Seeburg, R.C. or Plain	500.00
8800 Seeburg, R.C. or Plain	475.00
8200 Seeburg, R.C. or Plain	525.00
Commander Seeburg, R.C. or Plain	350.00
Envoy Seeburg, R.C. or Plain	325.00
Major Seeburg, R.C. or Plain	325.00
Colonel Seeburg, R.C. or Plain ea.	325.00
Classic Seeburg, R.C. or Plain	300.00
Vogue Seeburg, R.C. or Plain	275.00
Mayfair Seeburg, R.C. or Plain	225.00
Regal Seeburg, R.C. or Plain	200.00
Casino Seeburg, R.C. or Plain	200.00
Plaza Seeburg, R.C. or Plain	225.00
Crown Seeburg, R.C. or Plain	175.00
Royal Seeburg, R.C. or Plain	150.00
Commando Rockola	475.00
Premier Rockola	400.00
40 Super Wal Rockola	325.00
40 Super Rockolite	300.00
40 Master Wal	300.00
40 Master Rockolite	$275.00
Playmaster & Spectrovox Comb.	275.00
Mills Empress	200.00
Mills Throne	150.00

PIN GAMES—FREE PLAY

Bally Thorobred ea.	$475.00
Bally Longacres	475.00
Bally Pimlico	350.00
Bally '41 Derby	300.00
Bally Club Trophy	275.00
Keeney Fortune	225.00

PIN GAMES—AUTOMATIC

Bally Fairmount ea.	$500.00
Bally Turf King	450.00
Bally Jockey Club	425.00
Bally Kentucky	300.00
Bally Long Shot	275.00
Bally Sport King	275.00
Bally Santa Anita	200.00
Bally Pace Makers	85.00
Bally Grand National	75.00
Bally Grand Stand	60.00
Bally Sport Page	50.00

MISCELLANEOUS

ABT Target Skills	$ 12.50
Packard Boxes	25.00
#1503 Rockola Boxes	20.00
#1504 Rockola Boxes	22.50
20 Record 3-Wire Seeburg Boxes	20.00
New 30-Wire Cable ft.	.25
Wurlitzer Pick Up Arms, Complete ea.	5.00
Seeburg Speakers, Classic or Later ea.	15.00

PUGET SOUND NOVELTY COMPANY

114 ELLIOTT AVENUE, WEST SEATTLE 99, WASHINGTON

Alder 1010

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

The TROUBLE SHOOTER

A Department intended to aid operators in their maintenance problems under wartime conditions. All material appearing herein has been supplied by operators in various parts of the nation and edited by Jimmie Rutter of Operators' Service, Los Angeles.

BOXES AND CABLES

Cable has been one of the headaches since the war as some of the jobs going in now have to be installed with more than one make of cable. The Trouble Shooter believes it would be a good thing to list the codes of these cables so the service man can be sure as to which cables are used in the installation.

Buckley Cable

1 Blue
2 Yellow
3 Green
4 Brown
5 Red
6 Blue & White
7 Blue & Yellow
8 Blue & Green
9 Blue & Brown
10 Blue & Red
11 Yellow & White
12 Yellow & Green
13 Yellow & Brown
14 Yellow & Red
15 Green & White
16 Green & Brown
17 Green & Red
18 Brown & White
19 Brown & Red
20 White
21 White with Blue Undercover
22 White with Yellow Undercover
23 White with Green Undercover
24 White with Brown Undercover
Common wire: Black
Lights: Heavy Black & White and Red & White
Spares: Black & White
Black & Blue
Black & Green

Packard Cable

1 Blue
2 Orange
3 Green
4 Brown
5 Slate
6 Blue & White
7 Blue & Orange
8 Blue & Green
9 Blue & Brown
10 Blue & Slate
11 Orange & White
12 Orange & Green
13 Orange & Brown
14 Orange & Slate
15 Green & White
16 Green & Brown
17 Green & Slate
18 Brown & White
19 Brown & Slate
20 Slate & White
21 Red & Orange
22 Red & Blue
23 Red & Green
24 Red & Brown
Common: Red
Lights: Heavy Black; Heavy Black & White
Spares: Black
Black & White
Red & White

Wurlitzer Cable Color Tracer

1 Black
2 Black & Blue
3 Black & Green
4 Black & Red
5 Black & Yellow
6 Black & White
7 Blue
8 Blue & Black
9 Blue & Green
10 Blue & Red
11 Blue & Yellow
12 Blue & White
13 Green
14 Green & Black
15 Green & Blue
16 Green & Red
17 Green & Yellow
18 Green & White
19 Red
20 Red & Black
21 Red & Blue
22 Red & Green
23 Red & Yellow
24 Red & White
Common: White
Lights: Use two wires on each Post
White with Black Tracer & White with Blue Tracer.
White with Green Tracer & White with Red Tracer.

There is also a Grey covered cable with 21 pair of wire that carries a white wire with each colored wire.

1 Blue
2 White
3 Yellow
4 White
5 Green
6 White
7 Black
8 White
9 Slate
10 White
11 Blue & White
12 White
13 Blue & Yellow
14 White
15 Blue & Green
16 White
17 Blue & Black
18 White
19 Blue & Slate
20 White
21 Yellow & White
22 White
23 Yellow & Green
24 White
Common: Black & White and White wire, that is, paired with Black & White.
Lights: Green & White paired White; Green & Black and paired White.
Spares: Yellow & Black & Paired White
Yellow & Blue & Paired White
Yellow & Slate & Paired White
Green & Slate & Paired White
Slate & White & Paired White
Black & Slate & Paired White

There is another cable quite like the Buckley but the code is different:

1 Blue
2 Yellow
3 Green
4 Brown
5 Black
6 Blue & White with White Undercolor
7 Blue & White with Red Undercolor
8 Blue & Yellow with white undercolor
9 Blue & Yellow with red undercolor
10 Blue & Green with white undercolor
11 Blue & Green with red undercolor
12 Blue & Brown
13 Blue & Black
14 Yellow & White
15 Yellow & Green
16 Yellow & Brown
17 Yellow & Red
18 Yellow & Black
19 Green & White
20 Green & Brown
21 Green & Black
22 Brown & White
23 Brown & Black
24 Red & Blue
Common: Black & White
Lights: Heavy Blue Black; Heavy Blue Brown
Spares: Red & Green
Red & Brown
Red & Black

The Trouble Shooter has a letter from J. Edward Smith of Oklahoma City in regards to a circuit to reduce needle scratch to be applied to the pick up circuit of the machine. We have done some research work on this as the input from the pick up is so low that when you get enough resistance and induction in the circuit to get any resonance from a variable condenser you reduce the output from the pick up so much that your volumn on the machine is too low. We will do more research and when we find a circuit that works OK will inform you of same.

* * *

The function of the stomach is to hold up the petticoat.

IRVING AND OSCAR

SERVING THE NATION'S OPERATORS

Metal Covers for Seeburg Wall-O-Matic.....$7.75 Each
6SC7 Phonograph Tubes.....$1.15 Each

SEE US FOR PARTS!!!

Knee Action for Mills, Set of 3	$ 4.95	Main Clock Gears for Mills, with Attachments	$ 3.50
Idler Pinion Gears for Mills. Ea.	2.50	Plastics for Rock-Ola, '39, '40 Models, Top Corners, Lower Sides. Ea.	12.75
Back Doors for Mills	6.50	Plastics for Seeburg 1941, 1942 Models, Lower Sides. Each	14.50
5c Jackpots for Mills	22.50	Sheet Plastics, 20x50. Red	12.50
Standard Handles for Mills	2.00	Corner Plastics for Mills Throne. Ea.	12.50
Club Handles for Mills	4.50	New Locks for Pin Balls	.65
Jackpot Glasses for Mills	1.25	5. 10, 15 Amp. Fuses. Each	.04
Reel Glasses for Mills	.50	Bulbs. No. 40-44-46-47-81, 1456-1458. Each	.07
Escalator Glasses for Mills	.50	Cash Boxes for Mills	2.00
Award Cards, 2/5 or 3/5, for Mills	.25	Reel Stops for Super Bells	.40
Set of 5 Four Bell Glasses for Mills	12.50		
Glass for Mills 3 Bells	17.50		
Spring Kit (55 Springs) for Mills	9.75		
Cash Box Doors (Minus Lock)	2.00		

Many Other Parts Available. Write Us Your Needs.

CONSOLES AND MISCELLANEOUS EQUIPMENT

Pace Saratoga, Comb. FP & PO	$175.00	5c Watling Rolatop	$119.50
25c Pace Reel Jr.	249.50	Keeney Submarine	195.00
Evans Lucky Lucre	189.50	Skyfighter	300.00
Bally Royal Draw	69.50	Mills Moderne Scale	49.50
Brown Paces Races	169.50	Kirk Astrology Scale. Tall Model	89.50
Paces Races Red Arrow, JP	289.50	5c Jenn. Silver Chief	189.50
Late Head Jumbo, F.P.	129.50	5c Jenn. Super Chief	189.50
Keeney Skylark	195.00	Blue & Gold Vest Pockets	54.50
Pace Saratoga or Reels, with Rails	129.50		
'40 Galloping Dominoes, J.P.	275.00	WRITE FOR COMPLETE LIST OF 5c, 10c, 25c BLUE FRONTS, BROWN FRONTS, GOLD CHROMES, ETC.	
Mills 4 Bells	435.00		
Seeburg Speakorgan, RC	54.50		
Groetchen Columbia Bells, J.P.	89.50		

WE REPAIR MILLS SLOT CLOCKS—SEND THEM IN

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed.

TERMS: 1/3 Deposit With Order, Balance C.O.D.

AUTOMATIC COIN Machi es & Supply Co.
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

OSCAR AND IRVING

HOUSE TRAILER
FOR SALE OR TRADE
for PHONOGRAPHS or REMOTE EQUIPMENT

20-foot Palace Coach, excellent condition, equipped with cook stove, heating stove, ice box, bath tub. Has brand new, Grade I tires.

VALLEY VENDORS
1146 North Central Ave., Glendale 2, Calif.
Citrus 2-7361

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Mr. Operator:

How would you like to have a fine new looking Blue Front with light cabinet, club handle, single J. P., knee-action levers and other improvements? Here's what to do: Take that old faithful Blue Front of yours. You know what it has been and what it has done. It can do more and better. Send or bring it in and say "Give this Blue Front a Graham Special - - - - Yes, Graham, give it the works." You will have as good, or better, machine as it is possible to buy in the market today!

By bringing your machine up-to-date you will be able to meet competition, make more money and hold that good spot. You can have gratifying results at a nominal cost.

H. R. GRAHAM

Phone: CItrus 1-1093

212 East Palmer Avenue **Glendale 5, California**

Charles Fey

1860-1944

Charles Fey, the inventor of the Bell type slot machine, passed away November 10 in San Francisco at the age of 84. Death was not unexpected for the grand old man of the slots had been in failing health for some little time.

Back in 1887 Charlie, as he was affectionately known by the trade, perfected a device he called the "Liberty Bell." Actually it was the first bell machine and little did he realize then that he had created a device which was to gain international popularity . . . which was to become the foundation . . . the very backbone . . . of a great industry.

Throughout his lifetime Charlie was continuously busy at his workbench inventing, repairing, perfecting and just tinkering for he loved to work with tools, loved to bring ideas to a working reality, loved to create, and most of all . . share the benefits of his work with his fellow man. Although Charlie Fey invented dozens of machines that would have made almost any other inventor a fairly well to do man, Charlie was content to take a modest mite, live prudently and glory in the knowledge he was sharing ideas and inventions destined to make life easier and more enjoyable for others.

Yes . . . Charlie has gone but the memories of him, his deeds, his inventions, his accomplishments, and his all-around generosity will live on and on in the hearts of hundreds and hundreds of men in this industry.

A. F. PARINA

Parina In Harness

SAN FRANCISCO—A. F. Parina is back in the harness again and in charge of the management of R. A. Parina and Co. Together with brother Dick, Tony is laying plans for the post-war years and the time when the Parina organization will be able to distribute several lines to their many operator-customers in the West.

"With the years ahead in mind," said Tony, "when we will be able to cover the trade extensively, we are building up our organization and getting ready for the time to come. We are open for anything in the way of equipment or saleable goods vendable in machines. Our record of achievement as distributors in the 11 western states will stand us in good stead to do a good job for any line we may take on. Right now we are anxious for merchandise which may be offered for sale through vending machines. Suppliers will find us ready to handle and stock their lines in huge quantities."

* * *

. . . Smokers wonder why the OPA is rationing unimportant commodities like sugar and butter and not bothering its little head about the distribution of cigarettes.

. . . Old Gold has tossed aside the double wrapped for freshness idea and now the apple honey to guard O. G.'s from dryness is joining the list of other discards. New advertising theme in newspaper copy is based around the theme: "Why Be Irritated?" Possibly the ad writers haven't tried to buy a pack at half a hundred cig vendors.

ZINGO

Gets Locations—
Holds Locations!

WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

★CIGARETTES

Vending—1944 Style

NEW YORK CITY—With pickings here the slimmest they've been in months and shortages seen likely to grow even more acute, hoarding of popular brands has been discovered as a major problem. Vending machines, especially, are said to reflect this condition.

Albert Parascandola, Jr., manager of a lunchroom at 567 Seventh Avenue, explained: "They fill her up (the vending machine) on Saturday, and people line up watching till the man finishes, then come and take five packs of populars apiece. Monday the machine is empty. Last Saturday a guy came with a paper bag and got five dollars changed to put in the machine."

With other customers foraging from store to store one drug establishment has devised its own rationing system by dividing the week's delivery into 14 parts, giving one portion to the day clerk, one to the night clerk each day, and thus managing—sometimes—to be "in" cigarettes for a couple of hours each morning and evening.

Undoubtedly some foundation will award a prize to anyone who can make rationing work in a vending machine, with a one-pack-per-customer limit.

Cig. Foil Returns

NEW YORK—Aluminum foil for cigarette packages will be available again after January 1, and all of the major cigarette companies are readopting it, according to word from the Reynolds Metals Co., suppliers.

One or two new packages are expected and will be emphasized and used as sales points in widespread advertising activities of the firms using them.

* * *

Critic: A wet blanket that soaks everything it touches.

* * *

Lawyer: One who defends your estate against an enemy, in order to appropriate it to himself.

CIGARETTE Communique

By Arch C. Riddell

Will the Price of Cigarettes Be Raised?

That question is vitally important to all vendors and because there is a substantial movement on foot to induce OPA to grant cigarette makers price relief, some of the details may be of interest. Eight of the smaller manufacturers have formed a section of The Grocery Manufacturers of America with their principal goal higher prices for cigarettes.

Frankly, They Have Some Sound Arguments

The cigarette manufacturer is today getting approximately 5c net per pack, which is about 1c less than in 1932. On the other hand, he is paying nearly four times as much for leaf tobacco. In 1932 the farmer's price was 10½c per pound while in 1943 the average overall price was 40c. The smaller makers say, in effect, that maybe the big fellows can stand up to this situation with their big inventories and general financial strength, but the small ones can not, at least not for long. They point to Axton-Fisher, which folded last June, as a typical casualty.

OPA Has Already Granted Price Raises On Chewing Tobacco

Scrap chewing took an OPA approved 10 per cent increase after careful survey and plug tobacco as well as smoking tobacco is expected to follow.

Price of Cigarettes is a Horse of a Different Color

First: cigarettes are the most important of all tobacco products both in the eyes of the public and in volume of sales. Second: a price rise for the smaller cigarette manufacturers alone would do them more harm than good. If the lesser known brands which now sell for the same price as the big five were to sell for more, it is very apparent what would happen to their market. So, if the smaller makers get relief for themselves they will necessarily have to see that the big fellows get it too. So you see, it is a complex problem and with many cross currents of opinion and interests.

A Survey Claims That Most Smokers Favor Higher Price

The survey is said to have been taken carefully and by an impartial agency. In taking the poll, interviewers pointed out that leaf tobacco prices have more than doubled since 1940, while ceiling prices have remained at pre-war level. Result: four out of five smokers questioned said they are willing to pay 1c per pack more for their favorite brands.

COIN MACHINE REVIEW

62

FOR DECEMBER 1944

107 ADVERTISERS

• • • • • • are

represented in this issue . . . proving conclusively that THE REVIEW is the LEADING MONTHLY PUBLICATION in the Industry. Advertising Stays Where Advertising Pays. Prepare copy now for the big " INDUSTRY ON PARADE" issue dated January, 1945, and going to press on

DECEMBER 12th

CHOCOLATES

OPERATORS QUALITY ASSORTMENTS

#59-Large Mirror Chest & 1 lb. Choc. $2.85
#60-Large Mirror Chest & 1 lb. Choc. & 14 lb. Boxes Choc. 11.75
#500-Large Mirror Chest & 1 lb. Choc. & 12 1 lb. High Quality Fruit Cake 11.85
#27-Musical Chest & 1 lb. Choc. and 24 1 lb. Boxes 24.50
1000-5c Blank Boards (10-20 sections) .77
3 Color Candy Headings 6½c
24 Hole-1c to 39, Card Grosses $8.25 5c
24 Hole-1c to 49, Card Grosses $10.50 5c

50% DEPOSIT OR FULL REMITTANCE

DELUXE SALES CO.
BLUE EARTH, MINN.

Sherman Anti-Trust Act Must Be By-Passed

The smaller companies group thought of this barrier, too. They first put their problem squarely before the anti-trust division of the Department of Justice and received the assurance that if their activities were ever judged in violation, proceedings would be limited to an injunction in equity only. In other words, no criminal action unless the group should later ignore any order to cease and desist which might be issued.

Vendors Should Be Ready For Whatever May Come of This Move

Whether a price rise on cigarettes is coming or not, vendors should prepare to meet it. In those states where cigarettes retail for 15c there would be a big job ahead changing over machines to operate for 20c. Some of the older type machines would have to be junked. Pennies would have to be inserted in the packs for change and with the lack of cellophane this would be a problem, to say nothing of the difficulty of obtaining enough pennies. And an average load of say 150 packs would take either $4.50 or $6.00 according to the amount of change necessary. Multiply that by the number of machines you have and add some for stock in your warehouse and if you have any considerable number of machines you will find that you would have to dig up some extra cash. The pennies may be worth par at all times but you can not pay bills with pennies in your machine stock. The price raise may not come but we thought that the organized efforts of these smaller manufacturers were important enough to lay before you.

Rationing of Cigarettes Not Likely

OPA definitely does not want to add cigarettes to its list of rationed items. Chester Bowles and his cohorts are undoubtedly viewing the cigarette shortage with a bit of a smile if only because it is one inconvenience which can not be blamed on the ration boards. But the public is getting very warm under the collar and, as most vendors know from personal contacts, very suspicious. Most people think there is a nigger in the woodpile. We in the tobacco business know that the situation is beyond the control of the manufacturers. They have had shortages of tobacco, shortages of labor and enormous Armed Service orders to fill and fill first. Jobbers say that there has been very little black marketing or bootlegging but claim that ceiling prices have been widely broken by retailers. Retailers, and this includes vendors who depend on jobbers for their cigarettes, claim that they have been pushed around and both OPA and the big manufacturers may be expected to step into this picture soon if the acute shortage continues. Every sound thinking cigarette maker knows that Mr. John Public is his real customer and when this much-advertised-to fellow commences to get the idea that the cigarette manufacturer is giving him the double-cross (as many a consumer does think), it is time for the manufacturer to look into the situation. To be blamed by a million customers for something he has not done does not sit well with a multi-million dollar manufacturer.

"Ask For Our Brand of Cigarettes Every Time"

That is the cheerful and optimistic cry of the radio announcer. But John Public is getting rather tired of walking a mile just to ASK for his favorite brand.

Smokers OK 1c Raise

NEW YORK—According to a public opinion survey by the newly formed Smaller Tobacco Manufacturers section of the Grocery Manufacturers of America, four out of five cigarette smokers are willing to pay a cent a package more for favorite brands to help the smaller manufacturer stay in business.

In taking the poll, interviewers pointed out that leaf tobacco prices have more than doubled since 1940, while ceiling prices have remained at prewar levels. According to STM, if more of the smaller companies are forced to liquidate or suspend business, more brand cigarettes will disappear from the market.

The response of 69.4 percent favoring the price rise came from men and women, half of whom were smokers and half non-smokers. Of the smokers 56.4 percent were men and 43.6 percent women. As a group 58.4 percent of the non-smokers favored the rise as well as 80.4 percent of the smokers polled.

Walt Shrum on Tour

HOLLYWOOD — Walt Shrum and his Colorado Hillbillies, recording artists on Rodeo Records, have completed the recording of a group of new numbers and are now shoving off for a long European USO tour to entertain servicemen in all parts of the continent.

Shrum and his band have been very popular on automatic phonographs and Rodeo records are selling in substantial quantities to operators throughout the nation.

Smokes for Ducats

BUFFALO, N. Y.—Some canny cigarette merchandiser, assuming he'd had the foresight to pick up two 40-yard-line seats for the Army-Notre Dame game, could have hit a jackpot in vendable merchandise by following up an advertisement in the "Evening News":

"Notre Dame-Army game: I have an extra room at Hotel Pennsylvania, but no tickets. If you have two extra tickets, but no room, I'll swap, or if you prefer, I will swap popular brands of cigarettes for tickets. Box V. V. 24, News office."

The game, scheduled for November 11 at New York's Yankee Stadium, was sold out months ago.

Editor's Note: Or was it a cigarette man who was offering the smokes?

Smoked Out

CHICAGO—Mrs. Catherine Winiecki. 38, was granted a separate maintenance from her husband, Harry, after she told Circuit Judge Feinburg that he put out his cigarettes by pushing them in her face.

"With the cigarette shortage being what it is," Judge Feinburg told Winiecki, "you better give up smoking."

* * *

Mary had a little skirt,
She stood before the light,
Who gives a damn for Mary's lamb
With Mary's calves in sight?

Get
ZINGO
AT YOUR
DISTRIBUTOR
WILLIAMS
MANUFACTURING COMPANY
161 W. Huron St., Chicago 10, Ill.

Announcing the Opening of

K. & M. SERVICE

Specializing in repairing all types of coin-operated equipment. Refinishing and rebuilding slots a specialty.

All work done by competent, experienced mechanics. Reasonable rates—prompt, efficient service. Give us a trial.

721 SOUTH VALENCIA
FAirfax 9841
Los Angeles 14, California

ECONOMY'S REPUTATION IS NATIONWIDE!

WE SUPPLY THE ENTIRE INDUSTRY WITH PARTS AND SUPPLIES!

GENUINE SEEBURG AND BALLY GUN LAMPS
IN LOTS OF 10 . . . 60c EACH
WRITE FOR SPECIAL PRICE IN LOTS OF 100!

BALLY MOTORS FOR RAPID FIRES
Small Quantity on Hand—Write Immediately for Price!

NEW MAPLE BALLS
FOR SKEE ALLEYS AND PLAY BALLS

For 14 Ft. Skee Alleys, 3⅛, 10, $5.50; 100 ..... $52.00
For 9 Ft. Skee Alleys, 2¾, 10, $5.50; 100 ..... 52.00
For Play Balls and Roll in the Barrel, 10, $4.25; 100 ..... 38.50

COIN WRAPPERS

10,000 ..... 65c per 1,000
25,000 ..... 60c per 1,000
50,000 ..... 55c per 1,000
75,000 ..... 50c per 1,000
100,000 ..... 48c per 1,000
250,000 ..... 45c per 1,000

F.O.B. NEW YORK

TERMS—⅓ Deposit with Order, Balance C.O.D.
WRITE for PRICE LIST of PARTS, SUPPLIES, TUBES, FUSES, WIRE, Etc., Etc.

ECONOMY SUPPLY COMPANY
615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

When Comparisons Are Made
In Vending Candies - - the
Standard Is Always

PAN

"HARD SHELL" CANDIES

AS SAFE AS GOVERNMENT WAR BONDS

Pan Confections

345 West Erie Street, Chicago 10, Illinois

MAC CHURVIS

Mac Back at Bell

CHICAGO—Mac Churvis is now back ringing the bell for Bell Products. He has just returned to civilian life from the United States Navy, where he served as Chief Petty Officer (Radio) for almost 29 months until he was recently honorably discharged. This ends the second world war for Mac, since he also served in World War I as a Radioman, at which time he was assigned to the Communication Staff of President Wilson on board the U.S.S. George Washington.

Friends of Mac will recall that he was associated with Al Sebring before he enlisted in the Navy. "Getting back to the coin machine business is like coming home again," remarked Mac when he was greeted by many of his friends at the Bell Products Co. in Chicago. "I want all my good friends to know that I shall continue to put forth the best that is in me to serve them wholeheartedly, honestly and with understanding. I have great hopes for the Coin Machine Industry in the years to come, the continued growth of which, in my estimation, will be greater than before the war."

* * *

Man-about-town: One who is on speaking terms with the head waiter.

ARA Records Debut

HOLLYWOOD—With an imposing array of artists headed by Phil Harris, Bob Crosby, Frances Langford, Skinny Ennis, Hoagy Carmichael, Joe Reichman, Wingy Manone, Bob Johnston, Stuart Hamblen, the Town Criers and Rosa Linda, the American Recording Artists have announced their first release of ARA Records.

American Recording Artists are recording all of their numbers by Western Electric and pressing them in their own modern plant in Hollywood where facilities are ample to produce unlimited numbers of records.

Boris Morros, well known composer who has been associated with the motion picture industry for a number of years, heads American Recording Artists and stated: "In announcing the advent of ARA records it is our intention to develop our company and promote our label to the point where it will take its place along with the other leading labels in the field. We have signed some of the finest artists in the business and more will be announced in the months ahead. We have 81 numbers recorded now and recording sessions are on regular schedules for the future."

Shelby York, prominent in coin machine circles for many years, has been appointed general salesmanager. York was with Max Reinhart when he had his famous School of the Drama in Hollywood. Thereafter he was associated with Jimmie Roosevelt and the Mills Panoram and has operated phonographs and Panorams extensively in the South.

To Stop Cig. Hoarding

MINNEAPOLIS—Local retail outlets believe they have hit upon a workable plan to stop cigarette hoarding and the idea has the complete approval of the OPA.

Under the plan smokers cannot buy a new pack of cigarettes without turning in the empty package. OPA claims folks are buying wildly and hoarding. Idea might work, and local retailers are ready to give it a fling.

Now . . . if only someone could perfect a gadget for attachment to cigarette vendors whereby the machine would not vend a pack until the coins, PLUS the empty pack, were deposited. It's only a pipe dream for the unscrupulous public would buy a pack, empty it quickly into a box, and re-insert the empty wrapper.

Former Coinman Honored

FORT WORTH—Tom Murray, former editor of two papers in the coin machine field and currently publishing a venetian blind and wood journal here, has appeared on the Sunday program of Jack Gordon, local newspaper columnist, as a guest star. Tom reviewed the old circus days when he joined the old J. E. Henry circus as "King of the tight wire walkers" at $8 a week. Tom was 17 then and weighed 132 pounds. Today he weighs 245 pounds.

* * *

Asked to name six animals peculiar to the Arctic regions, a boy replied: "Three bears and three seals."

* * *

The shipwrecked sailor had spent nearly three years on a desert island and one morning was overjoyed to see a ship in the bay and a boat pull off for the shore. As the boat came to the beach an officer threw the sailor a bundle of newspapers.

"The Captain's compliments," said the officer, "and will you please look over these and then let him know whether you still wish to be rescued."

GREETINGS!

We regret to announce that Ball Gum has become a War Casualty—not killed—but "Missing in Action" for the duration.

Many of the Ball Gum Machine Operators have successfully switched to Marbles and are reaping a harvest of big profits. You see, previously the players were more interested in the prizes than the Ball Gum.

Now—with Marbles—the players not only receive the Marbles, but also have a chance to win a Prize Marble.

We can supply you with Glass or Agate Marbles in assorted colors. They work perfectly in Ball Gum Machines.

Keg of 15,000.....$19.50
Barrel of 50,000..... 59.50

A Solid "Cherry Red" To Use as a Prize Marble, $4.00 Per M.

Full Cash with Order—No C.O.D.—Immediate Delivery!

ORDER TODAY WHILE STILL OBTAINABLE! REMEMBER MARBLES "KEEP"—DON'T GET STALE OR RANCID! SO STOCK UP NOW!

The World's Leading Coin Machine Mail-Order House!

TORR 2047D - SO. 68 PHILA. 42, PA.

Official U. S. Marine Corps Photo

Keep Your Plant's Quota "OUT FRONT!"

Victory depends upon materials—as well as men! To keep our American forces "closing in" overseas, you and every other manufacturer here at home must *keep on making* "Out Front" War Bond Quotas!

This means *action now* on *every* point in the fighting 8-Point Plan to step up Payroll Deductions. For instance, have you a 6th War Loan Bond Committee, representing labor, management and other important groups in your company? Selected Team Captains yet—preferably returned veterans? If so, have you instructed them in sales procedure—and given each the Treasury Booklet, *Getting the Order?*

How about War Bond quotas? Each department—and individual—should have one! Assigning responsibilities is vital, too! Have you appointed enough "self-starters" to arrange rallies, competitive progress boards and meeting schedules? Are personal pledge, order or authorization cards printed, and made out in the name of each worker? Planning for resolicitation near the end of the drive? Your State Payroll Chairman is ready now with a detailed Resolicitation Plan. And, have you contracted for space in *all* your regular advertising media to tell the War Bond story?

Your positive *Yes* to *all* points in this forward-to-victory 8-Point Plan assures your plant meeting an "Out Front" Quota in the 6th War Loan—and speeds the day of unconditional surrender!

The Treasury Department acknowledges with appreciation the publication of this message by

THE COIN MACHINE REVIEW

This is an official U. S. Treasury advertisement—prepared under the auspices of Treasury Department and War Advertising Council.

BARGAIN Mart

5c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING——
We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 212 East Palmer Avenue, Glendale 5, Calif. Phone: CItrus 1-1093. (TF-C)

COIN COUNTERS——
Nickel or Penny Aluminum Counters, $1.00 postpaid. Want Coin Counting Machine—Jorgenson; also Rock-Ola scales. HEINEMAN, 656 Selden, Detroit, Michigan. (OND-P)

SCALES——
and Scale Routes Bought and Sold. Want machine to count pennies by weight. Write today. SILENT SELLING CO., Marion, Ind. (OND-P)

WANTED: BALL GUM——
No amount too large or too small. R. S. CALDWELL, Box 431, Floresville, Texas. (NDJ-C)

FOR SALE——
Stamp Vending Machines, $6.50; coin operated Popcorn Vending Machines, new, $52.50; used nickel Candy Wall Bar Vendors, slugproof, close when empty, $2.00 each; Waltzer Moderne 1c bar vendors, $1.25 each; dime blade, $1.25. NORTHSIDE SALES CO., Indianola, Iowa. (NDJ-P)

DEVIE DEVLET——
Is paying 14c each for used records of the fourth grade up. Telephone Monrovia 3241. DEVIE DEVLET, 1624 East Huntington Drive, Monrovia, Calif. (NDJ-C)

POSTAGE STAMP MACHINES——
1945 models just arrived, $29.50 up. Ask for complete illustrated lists. PARKWAY, 3046 Tioga, Baltimore 15, Maryland. (NDJ-P)

WANTED FOR CASH——
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

Esquire Productions
16MM SOUND
FOR PANORAM PEEK CONVERSIONS
Musicals, Art, Stories
$5.50 per subj. Reel of 6, $30
Average running time, 1¾ minutes per subject.
—— SEE ——
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

STAMP VENDING OPERATORS
Convert Moderne Walzer 51 Vendors to 10c. Repair also Shipman Vendors. For information: AJAX STAMP SERVICE, A. J. Berube, 10 Chadwick Avenue, Hartford, Conn. (D-P)

WANT——
Used and new Postage Vendors, Razor Blade and Miscellaneous Merchandisers. D. LEFKOW, 437½ North Stanley Avenue, Los Angeles 36, Calif. (OND-P)

FOR SALE——
Mills 10c, Jennings 25c Jackpots, $49.50; 40 new 5c Free Play and 25 Penny Bulldog Coin Chutes. COLEMAN NOVELTY, Rockford, Illinois. (OND-P)

CIGARETTE AND CANDY——
Vending Machines — All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

PHOTOMATICS——
Available for locations on percentage basis, within 300 miles of Los Angeles. McGUIRE, 313 North Santa Ana Street, Bellflower, California. (6-45-P)

WAR PICTURES——
Post Cards, 128 subjects. Planes, jeeps, ships, tanks, etc. Fits 1c Post Card Venders, all makes. New money maker; $3.60 per thousand. 1/3 all orders, balance C. O. D. NORTHWESTERN SALES AND SERVICE CO., 4105 16th Ave., Brooklyn 4, N. Y. (DJF-P)

FOR SALE——
Old style Caille Floor Machines, 6 double 5c and 25c play, $450.00 each; 2 Single 25c play, $225.00; 8 single 5c play, $200.00 each. All refinished and in perfect condition. NEVADA COIN MACHINE SERVICE, 693 Morrill Avenue, Reno, Nevada. (D-P)

COMPLETE ARCADE——
100 pieces of deluxe Arcade Equipment; enough to outfit a complete arcade—all in good condition and ready to operate. Includes Mills Movie, several Jap Guns, etc. Individual pieces available, or the 100 pieces for $9,000. Write BOX 640, Coin Machine Review, 1115 Venice Boulevard, Los Angeles 15, Calif. (D-C)

FOR SALE——
83 coin machines consisting of 5-balls, 1-balls and consoles; also phonos, mostly late models; all A-1 condition. All phonos on location in center of Army camps and defense plants. Write or wire A. B. C. NOVELTY COMPANY, 2509 South Presa Street, San Antonio 4, Texas (D-P)

ALL KINDS——
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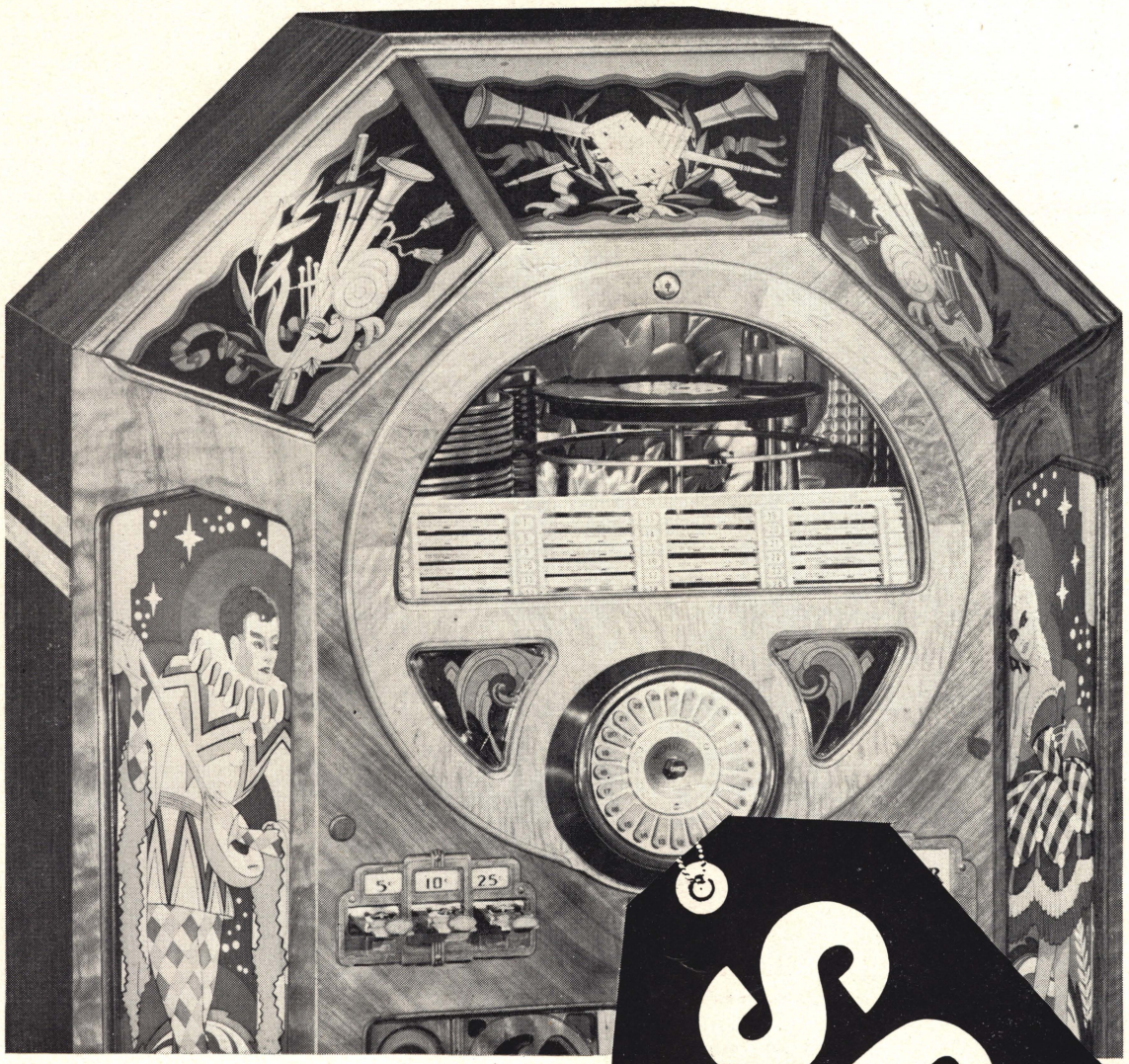

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